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Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(19)

DuM - 1-1:30pm; HIGHLIGHT; Israel, Age Five; from WABD(NY) to the net; Sustaining; Prod - Sam Elfert (for Government of Israel); Dir - Mende Brown; Alfred Drake will narrate special telecast marking the fifth anniversary of Israel as a self-governing nation; others who will appear on the program include Mrs. Golda Myerson, Israeli Minister of Labor and the nation's Chief Delegate to the U.N.; author Meyer Levin and Dr. Nelson Glueck, archaeologist and president of Hebrew Union College of the Jewish Institute of Religion, Cincinnati.

DuM - 7:30-8pm; HIGHLIGHT; Miracle Year Five; from WABD(ON FILM) to the net; Presented by the United Jewish Appeal; Arnold Moss will narrate film which was photographed within recent weeks on Israeli soil, highlighting the country's progress in welfare, construction, industrial development and agriculture. Supervised by Himan Brown, chairman of the radio and television division of the UJA, the film was made by cameraman Leo Trachtenburg and Mende Brown, who is the producer. During the film, Itzhak Ben Zvi, President of Israel, and Senator Herbert H. Lehman of New York, will speak.

NBC - 3:30-4pm; HIGHLIGHT; And It Came to Pass; from WNBT(NY) to the net; Sustaining; Superv Prod - Himan Brown, for State of Israel; Prod - Richard Clemmer; Dir - Alan Neuman; Music Conductor - Milton Katims; Melvyn Douglas will be the narrator for special program marking fifth anniversary of the founding of the State of Israel; appearing will be Ezio Pinza, Jennie Tourel, Ruthanna Boris and Frank Hobl, and David Bar-Illan, 22-year old pianist from Israel, making his television debut, who will play the Toccata from a piano suite based on the country's national folk dance, the hora. Morton Wishengrad has written the script for the program.

Sat(25)

CBS - 3-5:30pm; HIGHLIGHT; 43rd Annual Drake Relays; from WOI-TV(Ames, Iowa) to the net; Sustaining; Tom Greenwald will describe the action during the sports classic which will be staged in the Drake University Stadium, Des Moines, Iowa. The Drake Relays will take place on April 24 and 25, with only the final portions being televised by the network (WCBS-TV, NY - 3-5pm).

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Sat(25)

NBC - 7:30-8pm; DEBUT; Ethel and Albert; from WNBT(NY) to the net; Sustaining; Pkgr - Peg Lynch; Prod - Tom Loeb; Dir - Walter Hart; Casting - Peg Lynch and Walter Hart at Ted Ashley Associates; Peg Lynch and Alan Bunce star in the title roles. Popular comedy series, heard on radio for many years, was formerly seen on television as a segment of the Kate Smith program. My Hero, formerly seen at this time, moves to the 8-8:30pm slot.

NBC - 8:30-9pm; RETURN; Ted Mack and the "Original Amateur Hour"; from WNBT (NY) to 53 sta & 7 kine; Sponsor - Pet Milk Company thru Gardner Advertising; Prod - The "Original Amateur Hour" Staff; Program resumes with familiar format which was last seen on NBC-TV in September, 1952, sponsored by P. Lorillard(Old Gold) thru Lennen & Newell. Performers of all types are auditioned weekly and the best are presented on the program. Winners are determined by votes tabulated both by phone calls and mail from viewers and are announced the following week. All Star Revue, seen from 8-9 pm, went off the air following program of April 18.

NEWLY ANNOUNCED NETWORK FUTURES

NBC - Saturday Night Revue; DEBUT June 6; Sat 9-10:30pm; from KNBH(Hollywood) to the net; Sustaining; Prod - Joe Bigelow; Hoagy Carmichael will star in variety program which will be summer replacement for Your Show of Shows for 13 weeks. Features of the program will be films of outstanding European comedy, singing, acrobatic, circus and novelty acts & a name orchestra, playing on stage, with its leader and vocalist supplementing and backing the entertainment provided by Carmichael and the featured performers.

NETWORK SPONSOR ACTIVITY

PLYMOUTH DIVISION OF CHRYSLER MOTOR CO thru N. W. Ayer has contracted for sponsorship of the new ABC Album series (ABC-TV Sun 7:30-8pm), effective April 26. On that date the program will be retitled Plymouth Playhouse, & will be seen on 32 stations.

BRISTOL-MYERS thru Doherty, Clifford, Steers & Shenfield will sponsor the Arthur Murray Show as summer replacement for Time to Smile (CBS-TV Sun 9:30-10pm), effective June 28. Murray's show is currently on the DuMont Television Network (Sunday 10-10:30pm) and is sponsored by the Arthur Murray Dance Studios thru Ruthrauff & Ryan. The DuMont program goes off the air April 26.

W. E. SHEAFFER PEN CO (Snorkel Fountain Pens) thru Russel M. Seeds(Chicago) becomes a participating sponsor of the Jackie Gleason Show (CBS-TV Sat 8-9pm) on June 20. In addition to the regular weekly participation, Sheaffer has purchased a one-time spot on the May 9 program for a special sales message on graduation time. SCHICK, INC. & NESTLE CO(Nescafe) will remain as the other sponsors, with PROCTER & GAMBLE'S five-week campaign for Lilt terminating June 13.

S.C. JOHNSON & SONS, INC. (Johnson's Wax) thru Needham, Louis & Brorby, picks up co-sponsorship with BAYUK CIGARS thru Ellington, of The Saturday Night Fights (ABC-TV Sat 9-10pm) effective April 25.

GORDON BAKING CO (Silvercup Bread) thru N. W. Ayer, sponsor of Rootie Kazootie on WAEC-TV(NY) on Wed & Fri 6-6:15pm, has extended the program coverage to include ABC-TV stations in Chicago, Detroit, Toledo and South Bend, effective April 7. Program is sponsored on the network on Saturdays 10:30-11am by Walter H. Johnson Co (Powerhouse Candy) thru Franklin Bruck.

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THE PALM BEACH CO thru Ruthrauff & Ryan, previously signed as sponsor of the second half of DuMont's two-hour telecast of the Palm Beach Golf Championship tournament on May 17, has extended its contract to include the first hour also (DuM Sun 4-6pm).

PEARSON PHARMACAL(Ennds) thru Harry B. Cohen is not yet decided (as of press time Friday) as to the status of its alternate week sponsorship of Eye Witness (NBC-TV Mon 9-9:30pm) and its proposed sponsorship of Ethel and Albert (NBC-TV Sat 7:30-8pm) due to an insufficient number of stations cleared by the network in both instances.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Lucille Rivers Sewing Show; NEW STATION April 23; Thu 1-1:30pm; New York Sponsor - Pfaff Sewing Machine Corp thru Williams Advertising; Pkgr-Prod - Demby Productions; Lucille Rivers show formerly was seen on WPIX.

WABD(Ch 5) - Wilson, Glickman & Lee; DEBUT April 13; Mon thru Sat 6-6:30pm; NY Sustaining; Prod - Wilson, Glickman & Lee; Dir - Al Johnston; Ward Wilson, Marty Glickman and Bert Lee feature late sports news, second-guessing, etc. on discussion-type sports show which has been heard for 12 years over radio station WMGM.

Beauty Care Films; DEBUT April 18; Sat 12:15-12:45am(approx) - after Saturday Night Wrestling program; Sponsor - Charles Antell Hair Products thru Television Advertising Association; sponsor has signed for 52 weeks. Will present programs which give demonstrations of different methods of beauty care. No information available at press time as to producer or format of films.

The Long Island Story; STATION CHANGE April 27; Mon 2-2:30pm; Sponsor - Whitfield Press ("Long Island Pictorial Magazine"); Pkgr-Prod - Wally Jackson Studios; actress Ruth Rawson highlights weekly program, formerly seen on WPIX, with stories of the industry, art and theatrical background of Long Island communities.

WNBT(Ch 4) - Take A Word; DEBUT April 16; Mon thru Fri 8:25-8:30am; Jim Coy will NY take a word a day and viewers will witness the whys and wherefores of its definition, derivation, pronunciation, usage and correlated theories included in this fun-with-words program that will be on the "Today in New York" segment of Today.

Our Place; DEBUT April 16; Thu 7:15-7:30pm; Sustaining; Prod - Johnny Stearns; Dir - Dwight Hemion; Johnny Stearns and his wife, Mary Kay, will appear in true-to-life series, with a how-to-do-it format. Stearns was originally scheduled to present What's New at this time, which was to have him reviewing latest news on time-saving devices, household and garden appliances, etc.

WPIX(Ch 11) - Man In Your Life; NEW TIME April 16; Thu 12:30-1pm; Sponsor - Dilbert Brothers; Prod - Paul Smallen Agency; Dir - Lou Florence; Ruby Hunter MC's program, formerly seen Wednesdays 2-2:30pm.

WGN-TV(Ch 9) - Through The Camera Eye; DEBUT April 15; Wed 8:30-9pm; Sustaining; Chicago Prod - Jay Faraghan with Dick Von Albrecht; Ernie Simon MC's show during which three amateur camera fans will have the opportunity to test their skill in competition with others and learn professional lens techniques.

1. The purpose of this document is to provide a comprehensive overview of the current state of the project and to identify the key areas for improvement. The document is intended for the use of the project manager and the steering committee.

2. The project has been progressing well, with most of the key milestones being met on time. However, there are some areas where the progress has been slower than expected, and these need to be addressed.

EXECUTIVE SUMMARY

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WPTZ(Ch 3) - Saddlebag of Songs; DEBUT April 20; Mon thru Fri 12:45-1pm; new daily Philadelphia program features Rex Trailer, cowboy singing star, who will also explain Western lore and talk with his fans.

Close Up Quiz; DEBUT April 20, Mon, Tue, Thu & Fri 2:45-3pm; Pat Landon is host on show which shows portions of pictures of famous people, with viewing audience invited to guess the identity of the personality. The more of the picture shown, and the more clues given, the less valuable the prize becomes.

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FILM REPORT

CBS-TV FORMING OWN NEWSFILM DEPARTMENT, with Sig Mickelson, head of the network's News & Special Events Department, currently in Europe to set up the new operation. Manager of the newly formed department is E. C. ("Ned") Buddy, formerly foreign editor for Paramount and Pathe Newsreels, and more recently with Cinema (Canada) Productions, Ltd. Karl MacIlvaine, formerly chief engineer of CBS-TV Television Recording, is Operations Manager. The Newsfilm Department will maintain its own camera and sound crews in the principal capitals of the world, will service CBS-TV News with daily coverage of events around the world. Further plans include the possibility of making the complete service available to television stations on a syndicated basis.

MARK VII PRODUCTIONS COMPLETE 47 DRAGNET FILMS, which cover scheduling of the series on NBC-TV thru November 15. According to producer Michael Mehekoff, the 47 films were produced at the rate of two half-hour dramatizations per week, totalling 61 programs in all. Produced at the Walt Disney Studios in Burbank, the authentic crime series stars actor-director Jack Webb as Detective Sergeant Joe Friday, with Ben Alexander as his partner, Detective Frank Smith. Stanley Meyer is executive producer, scripts are adapted by Jack Robinson and sometimes by Jack Webb, and musical scoring is by Walter Schumann. Mark VII is currently looking for new studio space, as the Disney operation is expanding, and is taking over its leased space.

LANDAU SALES FOR TELEVISION, INC. FORMED IN NY by Ely Landau, former TV director of the Emil Mogul Co. LST will sell and distribute properties produced by Landau's independent film production firm which was formed in 1952, as well as properties acquired from other production firms. Pathe Laboratories, Inc. and an un-named film investment syndicate have supplied the major portion of the backing for Landau's scheduled productions which include: Sports Life, a 15-minute show starring Bill Corum; The Passerby, 39 half-hour films, each program produced so that it can be presented as two separate 15-minute stories; Man's Heritage, 26 quarter-hour films narrated by Raymond Massey, and dealing with biblical stories as depicted in the great works of art and music through the ages; and Wendy Barrie Visits, 39 quarter-hour programs with Miss Barrie introducing a "day-in-the-life-of" entertainment, political and other headlines.

TELENEWS ORIGINATES TV STATION FILM LIBRARY SERVICE to be syndicated on a low-cost rental basis under the registered name of "The Build-A-Show Film Library." Organized to provide maximum use versatility, the Library will provide subscribing stations with film for "fill purposes, emergency standby-by films, production aids and prepared programs - all in one package. There will be no "play" reports or fees to pay and no bicycling of prints; each subscribing station to get its own complete library to use as it sees fit.

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LATEST NIELSEN AND TRENDX NATIONAL TV RATINGS RELEASED:

A.C. Nielsen (2 weeks ending March 21)

|                                | <u>Homes(000)</u> |                                 | <u>% Homes</u> |
|--------------------------------|-------------------|---------------------------------|----------------|
| I Love Lucy                    | 15,493            | I Love Lucy                     | 71.3           |
| Colgate Comedy Hour            | 11,602            | Talent Scouts                   | 55.9           |
| Academy Award Ceremony         | 10,912            | Academy Award Ceremony          | 53.9           |
| Godfrey & Friends(Chesterfld)  | 10,603            | Godfrey & Friends(Chesterfield) | 53.4           |
| Texaco Star Theater            | 10,249            | Colgate Comedy Hour             | 53.1           |
| Television Playhouse(Philco)   | 9,688             | Texaco Star Theater             | 52.1           |
| You Bet Your Life              | 9,670             | Dragnet                         | 50.7           |
| Dragnet                        | 9,523             | Television Playhouse(Philco)    | 48.8           |
| Godfrey&Friends(Toni-Gillette) | 9,448             | You Bet Your Life               | 45.4           |
| All Star Revue                 | 9,274             | Red Buttons                     | 45.1           |

Trendex, Inc. (week of April 1-7)

|                   |      |                     |      |
|-------------------|------|---------------------|------|
| I Love Lucy       | 63.5 | Red Buttons         | 37.1 |
| Talent Scouts     | 49.7 | Texaco Star Theater | 35.2 |
| Godfrey & Friends | 46.5 | Fireside Theater    | 33.0 |
| Dragnet           | 39.1 | This Is Your Life   | 30.3 |
| You Bet Your Life | 38.9 | Strike It Rich      | 30.1 |

NBC TELEVISION NETWORK DATA CHART FOR MARCH 1 lists 22,551,500 set installations in 87 markets in the continental U.S., plus 192,500 sets installed in Honolulu, Montreal and Toronto. This compared with 21,955,100 sets installed in 81 continental U.S. markets plus 169,300 sets in the other 3 markets as of February 1.

NEW STATION AFFILIATIONS: To ABC-TV: KELO-TV(Ch 11), Sioux Falls, S.D., owned by Midcontinent Broadcasting Co., Inc., Joseph L. Floyd, General Manager (April 26); WOSH-TV(Ch 48), Oshkosh, Wis., owned by Oshkosh Broadcasting Co., William F. Johns, Jr., General Manager (May 8); WATR-TV(Ch 53), Waterbury, Conn., owned by WATR, Inc., Levon Thomas, General Manager (June 1). These three stations bring the total number of ABC-TV affiliates to 107.

NEWS BRIEFS: Nielsen signs 35 new subscribers for the Nielsen Coverage Service, the latest group again comprised of affiliates of all the major networks and independent stations as well.....NAM's weekly TV film series, Industry on Parade, currently in its 130th week, is now "spot-booked" in 93 markets. The industrial films are distributed at no cost to the station, and showings have been limited to one station in each market.

PERSONNEL CHANGES: Dan Seymour has been named vice president in charge of radio and TV programming at Young & Rubicam.....Richard Connelly has resigned as assistant director of Young & Rubicam's radio & television publicity department effective immediately, to join NBC-TV, where he replaces Frank Young as Director of NBC's press department.....Joyce Took, story analyst for Frank Wisbar Productions, Hollywood, has been promoted to story editor for 'Fireside Theater,' produced by Wisbar for Procter & Gamble.....Mickey Dubin, Vice President of the Paul J. Fennell Co., Hollywood, will join Robert Lawrence Productions, New York, as General Sales Manager, effective April 20.....Arthur Menadier, formerly with Batten, Barton, Durstine & Osborn, has joined Doherty, Clifford, Steers & Shenfield as a vice president and account supervisor.....Roy Lang, formerly in the radio-TV department of Foote, Cone & Belding(Chi), has joined W. E. Long Co.(Chicago), as assistant to the radio-TV director.....Don Appell, Broadway actor-director-playwright, has joined George F. Foley, Inc., New York radio-TV production firm. as associate producer and director of 'Freedom Rings'.

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1. The first part of the book is devoted to a general survey of the history of the subject. It begins with a discussion of the early stages of the development of the subject, and then proceeds to a more detailed examination of the various branches of the subject. The author's treatment is both comprehensive and concise, and he has succeeded in presenting a clear and accurate picture of the history of the subject.

2. The second part of the book is devoted to a detailed examination of the various branches of the subject. The author has divided the subject into several main branches, and has then proceeded to examine each of these branches in detail. His treatment is both thorough and clear, and he has succeeded in presenting a clear and accurate picture of the various branches of the subject.

3. The third part of the book is devoted to a detailed examination of the various branches of the subject. The author has divided the subject into several main branches, and has then proceeded to examine each of these branches in detail. His treatment is both thorough and clear, and he has succeeded in presenting a clear and accurate picture of the various branches of the subject.

4. The fourth part of the book is devoted to a detailed examination of the various branches of the subject. The author has divided the subject into several main branches, and has then proceeded to examine each of these branches in detail. His treatment is both thorough and clear, and he has succeeded in presenting a clear and accurate picture of the various branches of the subject.

5. The fifth part of the book is devoted to a detailed examination of the various branches of the subject. The author has divided the subject into several main branches, and has then proceeded to examine each of these branches in detail. His treatment is both thorough and clear, and he has succeeded in presenting a clear and accurate picture of the various branches of the subject.

6. The sixth part of the book is devoted to a detailed examination of the various branches of the subject. The author has divided the subject into several main branches, and has then proceeded to examine each of these branches in detail. His treatment is both thorough and clear, and he has succeeded in presenting a clear and accurate picture of the various branches of the subject.



TALENT SHOWSHEET APRIL 20-26, 1953

| PROGRAM | NET TIME(EST) | TALENT ROSTER |
|---------|---------------|---------------|
|---------|---------------|---------------|

Most of the shows on April 17, 18, 19 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 22. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY APRIL 17  
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|                                        |          |                                                                                                             |
|----------------------------------------|----------|-------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)            | CBS 8pm  | <u>Mama &amp; The Schoolhouse</u> - (O) by Turner Bullock; with Wm.Post Jr, Elfreda Wallace, Eva Condon     |
| <u>Dark Of Night</u>                   | DuM 8:30 | Rod Steiger, Sally Gracie, Robert Downing, Gene Blakely, LeRoy Operti, Kermit Kegley, Joe Boland; (SW & SD) |
| <u>Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30 | <u>Pens Is Pens</u> - (O) by Larry Markes; with Jack Klugman, Royal Beal                                    |

SATURDAY APRIL 18  
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|                                            |         |                                                                                                                                                           |
|--------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Stork Club</u><br>(Sherman Billingsley) | CBS 7pm | Martha Wright (S), Roger Dann (S), Milbourne Christopher (magic)                                                                                          |
| <u>All Star Revue</u>                      | NBC 8pm | Tallulah Bankhead, Jimmy Durante, George Jessel, Ben Blue, Connie Russell (S), Betty Bruce (D)<br>Wanda Smith's Cover Girls, Durante regulars (LAST SHOW) |
| <u>Your Show Of Shows</u>                  | NBC 9pm | Paul Douglas, guest host, & regulars                                                                                                                      |

SUNDAY APRIL 19  
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|                                                |          |                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lamp Unto My Feet</u><br>(Dr. Lyman Bryson) | CBS 3pm  | <u>A Greater Strength</u> - (O) by Paul Tripp; with Sydney Smith, Karl Weber, Kaie Deel, Rai Tasco                                                                                                                                                                                                                                                                                |
| <u>Omnibus</u><br>(Alistair Cooke)             | CBS 4:30 | <u>The Abracadabra Kid</u> - (O) by William Saroyan; with Maria Riva, Walter Matthau, Ian Tucker, Jane Rose, J.C.McCord; <u>Trial By Jury</u> - (O) by Gilbert & Sullivan; with Martyn Green, Davis Cunningham, Arlyne Frank, Randolph Symonette, Rufus Smith, Leon Lishner; Raymond Massey reading <u>Paul Rever's Ride</u> - (O) by H.W. Longfellow; Images Medievals - AF FILM |
| <u>Hllmk Hall Of Fame</u><br>(Sarah Churchill) | NBC 5pm  | <u>The World On A Wire</u> - (O) by Ellen & Richard McCracken; with Betty Bendyk, Morton Stevens, Douglas Rutherford, Charles Eggleston, Geoffrey Bryant, Jean Hayworth, Tom Raynor, O. Talbert Hewitt, Wyrley Birch; (SD)                                                                                                                                                        |
| <u>You Are There</u><br>(Walter Cronkite)      | CBS 6pm  | <u>Ordeal Of Galileo</u> - (O) by Jeremy Daniel; with Polly Rowles, Philip Bourneuf, Basil Langton, William Prince, Robert Middleton, Milton Selzer, Frederic Tozere, James Broderick, Mark Rydell, James Reese; (SD)                                                                                                                                                             |
| <u>Mr. Peepers</u><br>(Wally Cox)              | NBC 7:30 | Floyd Buckley, Charles Althoff, Frank Corsaro & regulars                                                                                                                                                                                                                                                                                                                          |
| <u>Rocky King</u><br>(Roscoe Karns)            | DuM 9pm  | <u>Caged</u> - (O) by E.M. Davis; with William Kemp, Melba Rae, John Raby, Fred Downs, Ted Brenner                                                                                                                                                                                                                                                                                |

1. The first step in the process of the investigation is the identification of the problem. This is done by the investigator who is responsible for the study. The investigator must first identify the problem and then determine the scope of the study. The next step is to design the study. This involves determining the methods to be used and the data to be collected. The third step is to collect the data. This is done by the investigator who is responsible for the study. The fourth step is to analyze the data. This is done by the investigator who is responsible for the study. The fifth step is to interpret the results. This is done by the investigator who is responsible for the study. The sixth step is to write the report. This is done by the investigator who is responsible for the study. The seventh step is to present the results. This is done by the investigator who is responsible for the study. The eighth step is to discuss the results. This is done by the investigator who is responsible for the study. The ninth step is to conclude the study. This is done by the investigator who is responsible for the study. The tenth step is to publish the results. This is done by the investigator who is responsible for the study.

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| <u>Plainclothes Man</u><br>(Ken Lynch)         | DuM 9:30   | <u>The Hillsdale Mystery</u> - with Al Hopson, Carl Low, Nancy Franklin, Michael King, Marian Leeds                                                                  |
| <u>Time To Smile</u> (K.Murray)                | CBS 9:30   | Eve Arden, Joe Besser (C) & regulars(H'WOOD)                                                                                                                         |
| <u>Arthur Murray Party</u><br>(Kathryn Murray) | DuM 10pm   | Billy De Wolfe (C), Peter Birch (D), Ken Remo (S), Bidu Sayao (S)                                                                                                    |
| <u>Adolphe Menjou's Favorite Story</u>         | WNBT 10:30 | <u>The Canterville Ghost</u> - (O) by Oscar Wilde, (A)-(SW); with John Qualen, Connie Marshall, Harry Harvey, Geraldine Wall, Lillian Albertson, Charles Evans(FILM) |
| <u>The Web</u>                                 | CBS 10pm   | <u>Fair Warning</u> - (O) by Alan Richard Riefe; with Virginia Gilmore, James Gregory, Paul Lipson, Oliver Thorndike, Howard Freeman, James Bender, James Dolen      |

MONDAY APRIL 20  
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<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>Bequest Delayed</u> - with Judith Evelyn, Mary Bell, Carol Veazie; (SW & SD)
<u>Paul Winchell</u>	NBC 8pm	Theodore Newton
<u>Voice Of Firestone</u>	NBC 8:30	Mimi Benzell (S)
<u>Eye Witness</u>	NBC 9pm	<u>Mr. Loveday's Little Outing</u> - (O) by Evelyn Waugh, (A) by Alvin Sapinsley; with Melville Cooper, Romney Brent, Isobel Elsom, Maureen Hurley, Rex O'Malley, Frederic Worlock, Francis Compton, Anita Bolster, Margareta Warwick; (SD)
<u>Red Buttons</u>	CBS 9:30	The Mary Kaye Trio (S), Richard Bishop, Jim Nolan
<u>Robert Montgomery</u>	NBC 9:30	<u>The World By Its Tail</u> - (O) by Thomas W. Phipps with Diana Lynn, Phyllis Kirk, Robert Shackleton, Hildy Parks, Morton Stevens, Roger Moore: (SD) by Felton
<u>Studio One</u>	CBS 10pm	<u>The Fathers</u> - (O) by Henry Kane; with Nancy Kelly, Shepperd Strudwick, Glenn Anders, Thomas Chalmers, Logan Ramsey, John Shellie, Susan Hallaran, Alfred Catal, Ben Yaffee, Harry Pederson, Sara Floyd, John Buckwalter

TUESDAY APRIL 21
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|                                           |          |                                                                                                                                                                                                                              |
|-------------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Buick Circus Hour</u>                  | NBC 8pm  | Milton Berle (C) & regulars                                                                                                                                                                                                  |
| <u>Fireside Theater</u><br>(Frank Wisbar) | NBC 9pm  | <u>Mission To Algiers</u> - (O) by Fred Freiberger; with Bill Bishop, Kristine Miller, Joe Kerr, Gordon Nelson, Norbert Schiller, Peter Brocco, Simon Scott, Lee Phelps, Bob Cole, Emory Parnell, Charlene Hardy; (SD)(FILM) |
| <u>City Hospital</u>                      | CBS 9pm  | <u>Trip To Cannondale</u> - with John McLiam, Barbara Bolton, Beverly Roberts, Carl Frank, Olive Deering, Court Benson; (SW & SD)                                                                                            |
| <u>Armstrong o Theater</u>                | NBC 9:30 | <u>Judy And The Brain</u> - (O) by Sylvia Weld; with Alney Alba, Lee Remick, Lorna Lynn, Richard Franchot, Robert Hogan; (SD)                                                                                                |
| <u>Suspense</u>                           | CBS 9:30 | <u>The Duel</u> - (O) by Alexander Dumas, (A) by Ben Radin; with Eva Gabor, Roger Dann, Harold Gordon, Arnold Moss, Charles Andre, Renee Paul, Mark Richman; (SD)                                                            |
| <u>Danger</u>                             | CBS 10pm | <u>Hand Me Down</u> - (O) by David Harmon; with Nina Foch, Walter Matthau, Stephen Elliot, Joe Maross, Joseph Roman, Frank Thomas, Sr., Robert Middleton; (SD)                                                               |

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WEDNESDAY APRIL 22  
~~WEDNESDAY APRIL 22~~

|                                             |            |                                                                                                                                                                                                           |
|---------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>A Date With Judy</u>                     | ABC 7:30   | James Gregcry, Chris Barbery, Anita Anton                                                                                                                                                                 |
| <u>Scott Music Hall</u>                     | NBC 8:30   | Bob Crosby (M), The Four Aces (S)                                                                                                                                                                         |
| <u>Kraft TV Theater</u>                     | NBC 9pm    | <u>The New Servant</u> - (O) by Richard Reich; with John D. Seymour, Wright King, Helen Auerbach, Suzanne Jackson, Katherine Meskill, Ann Shoemaker; (SD))                                                |
| <u>Man Against Crime</u><br>(Ralph Bellamy) | CBS 9:30   | <u>The High Ambush</u> - (O) by William L. Stuart; with Mike Kellin, Robert H. Harris, Paul Genge, Dick Shankland, George Kilroy, Steve Holland; (SD, FILM)                                               |
| <u>Douglas Fairbanks</u>                    | WNBT 10:30 | <u>The Parlor Trick</u> - (O) by Roland Pertwee; with Lana Morris, Bill Owen, Avice Landone, Wally Patch, John Warwick, Bartlett Mullins, Ronald Adam, Christopher Lee; Dir by Lawrence Huntington (FILM) |

THURSDAY APRIL 23  
~~THURSDAY APRIL 23~~

|                                            |            |                                                                                                                                                                                                                                                |
|--------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Guide Right</u>                         | DuM 8pm    | Henny Youngman (C), Toni Arden (S)                                                                                                                                                                                                             |
| <u>T Men In Action</u><br>(Walter Greaza)  | NBC 8:30   | <u>The Case Of The Cold Trail</u> - (O) by Robert Sloane; with Murray Hamilton, Christine White, Warren Parker, Jack Davis, Arthur Koulias; (SD)                                                                                               |
| <u>Chance Of A Lifetime</u>                | ABC 8:30   | Nanette Fabray (S)                                                                                                                                                                                                                             |
| <u>Lux Video Theater</u>                   | CBS 9pm    | <u>Long Distance</u> - (O) by Harry W. Junkin; with Miriam Hopkins, Lila Lee, Richard Abbott, Constance Coleman, Henrietta Moore, Charlene Harris, Henry Sharpe, Griff Evans (REPEAT OF 3/12/51)                                               |
| <u>Big Town</u><br>(Pat McVey & Jane Nigh) | CBS 9:30   | Jim Davis, Noreen Nash, Harland Warde, Ray Bennett, Robert Peyton, Gordon Barnes, Vernon Rich Al Hill (FILM, SW & SD)                                                                                                                          |
| <u>Ford Theater</u>                        | NBC 9:30   | <u>Life Of The Party</u> - (O) by David Karp, (A) by Jerome Gruskin; with Sally Forrest, Marshall Thompson, Clark Howat, Mary Treen, Grandon Rhoades, Virginia Hall, Sumner Gethchell, Maury Murphy, Patrick Miller; Dir by Lewis Allen (FILM) |
| <u>Martin Kane</u><br>(Lee Tracy)          | NBC 10pm   | Michael Higgins, Donald McKee, Beverly Whitney, Monty Banks, Jr., Vinton Hayworth, Dehl Berti                                                                                                                                                  |
| <u>Foreign Intrigue</u><br>(Jerome Thor)   | WNBT 10:30 | <u>F I In The Troop Train</u> - (O) by Paul Monash; with Jacques Hilling, Andree Lafayette; Dir by Marcel Cravenne (FILM)                                                                                                                      |

FRIDAY APRIL 24  
~~FRIDAY APRIL 24~~

|                          |          |                                                                                                                                                                          |
|--------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Schlitz Playhouse</u> | CBS 9pm  | <u>Allen Of Harper</u> - (O) by Christanne Alexander; with John Newland, Robert Warwick, Anne Seymour, Jan Miner, Hans Conried, Rhys Williams; Dir by Roy Kellino (FILM) |
| <u>The Big Story</u>     | NBC 9pm  | <u>Eugene Parker, Parsons, Kan. Sun</u> - (O) by Norman Lessing; with Richard Kendrick, Joey Walsh, Dorothy Elder, Jason Johnson, Norman Mackaye, Joy Geffen; (SD)       |
| <u>Tales Of Tomorrow</u> | ABC 9:30 | <u>Please Omit Flowers</u> - (O) by James Blumgarten; with Anne Burr & others to be announced (SD)                                                                       |





MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 17 THROUGH FRIDAY APRIL 24

|                                        |           |                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Strike It Rich</u><br>(Warren Hull) | CBS 11:30 | M - George Stevens (director); W - (AM) - Jay Richard Kenny (author)                                                                                                                                                                                                                                                                                              |
| <u>Garry Moore</u>                     | CBS 1:30  | Tu - Leslie Uggams Crayne (S); F - George Gobel                                                                                                                                                                                                                                                                                                                   |
| <u>Kate Smith</u>                      | NBC 4pm   | M - Robert Shackleton & Evelyn Ward (S), The Story Princess; Tu - Cabot & Dresden (D); W - Marian McPartland Trio (M), Tommy Wonder & Margaret Banks (D), Dorothy Daye (fashions); Thu - Migal Twins (D), <u>The Key</u> - (O) by Elliott Drake, with John Newland; F - Evie Lynn (D), Jose Duval (S), The Showtimers (S&D), Phil Romano (M), The Kateds, Katydid |
| <u>Ted Steele</u>                      | WPIX 4:30 | M thru F - Pat Terry (S), Jerri Jordan (S), Jo Towers (S), Corky & Johnny (S)                                                                                                                                                                                                                                                                                     |
| <u>Do You Want To Be A*?</u>           | WOR 7pm   | F (17) - Tamara Geva, Josh White (S), Skitch Henderson (M)                                                                                                                                                                                                                                                                                                        |
| <u>Broadway TV Theater</u>             | WOR 7:30  | M thru S - <u>The Moose</u> - (O) by Roland Pertwee & Harold Dearden; with Esther Ralston, Lee Grant, Jay Jostyn, Richard Hylton, John Harvey, Peter Hobbs, Frank Tweddell, Joanne Tree, Phil Sterling, Alexander Campbell, Don DeLeo, Pete Gumeny; Dir by Gene O'Sullivan                                                                                        |
| <u>Perry Como</u>                      | CBS 7:45  | F (24) - Joni James (S)                                                                                                                                                                                                                                                                                                                                           |

SATURDAY APRIL 25  
~~~~~

<u>NBC Opera Theater</u>	NBC 5pm	<u>Rosenkavalier</u> - opera by Richard Strauss, translation by John Gutman; with Wilma Spence, Frances Bible, Virginia Haskins, Ralph Herbert, Manfred Hecht; Conductor - Peter Herman Adler; TV Dir by Kirk Browning (IN TWO PARTS, THIS DATE AND FOLLOWING WEEK)
<u>This Is Show Business</u> (Clifton Fadiman)	CBS 9pm	Dagmar, guest panelist; performers: Eartha Kitt (S), The Szonys (D), George Gobel (C)

SUNDAY APRIL 26
~~~~~

|                                                |          |                                                                                                                                                                                                                                  |
|------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Plymouth Playhouse</u>                      | ABC 7:30 | <u>Jamie</u> - (O) by David Swift; with Brandon de Wilde, Ernest Truex, Polly Rowles, Eva Marie Saint, Adnia Rice, Eda Heinemann, Charles Kuhn; Prod by ABC in assoc. with Talent Assoc.; Dir by Curt Conway; Sets - Fred Stover |
| <u>Toast Of The Town</u><br>(Ed Sullivan)      | CBS 8pm  | Roberta Peters, Jan Peerce (S); Clark Gable, Gene Tierney in film clip from <u>Never Let Me Go</u> ; Jimmie McHugh (composer), Wally Boag (C), Maequis Monkeys                                                                   |
| <u>Fred Waring</u>                             | CBS 9pm  | Bil & Cora Baird (puppeteers)                                                                                                                                                                                                    |
| <u>The Doctor</u><br>(Warner Anderson)         | NBC 10pm | <u>Rendezvous</u> - (O) by Adrian Spies; with Ann Summers, Tod Andrews, Katharine Bard, Bert Thorn, Donald McClelland; Dir by Peter Godfrey (FILM)                                                                               |
| <u>Arthur Murray Party</u><br>(Kathryn Murray) | DuM 10pm | Karen Chandler (S), Jay Marshall (C), Johnnie Mize (baseball)                                                                                                                                                                    |

|                                                                                                            |      |      |
|------------------------------------------------------------------------------------------------------------|------|------|
| 1. The first part of the book is devoted to a general survey of the history of the subject.                | 100  | 100  |
| 2. The second part of the book is devoted to a detailed study of the various theories of the subject.      | 200  | 200  |
| 3. The third part of the book is devoted to a critical examination of the various theories of the subject. | 300  | 300  |
| 4. The fourth part of the book is devoted to a discussion of the various theories of the subject.          | 400  | 400  |
| 5. The fifth part of the book is devoted to a discussion of the various theories of the subject.           | 500  | 500  |
| 6. The sixth part of the book is devoted to a discussion of the various theories of the subject.           | 600  | 600  |
| 7. The seventh part of the book is devoted to a discussion of the various theories of the subject.         | 700  | 700  |
| 8. The eighth part of the book is devoted to a discussion of the various theories of the subject.          | 800  | 800  |
| 9. The ninth part of the book is devoted to a discussion of the various theories of the subject.           | 900  | 900  |
| 10. The tenth part of the book is devoted to a discussion of the various theories of the subject.          | 1000 | 1000 |



TALENT AVAILABILITIES

NEW YORK

WALLY BOAG - at the Persian Room - AGT:  
Leddly-Newman, JU 6-2760

JOYCE BRYANT - currently singing at the  
Town & Country - AGT: MCA,  
PL 9-7500

MELBOURNE CHRISTOPHER - magician - AGT:  
David L. Shapiro, AL 4-1077

IRWIN COREY - Village Vanguard "Profess-  
or" - CONTACT: MU 8-1380

CABOT & DRESDEN - dance team at the Copa-  
AGT: Ken Later, PL 7-6964

DOMINIQUE - French comedian at the Latin  
Quarter - AGT: Wm Morris,  
JU 6-5100

JIMMY DURANTE - Copa headliner - AGT:  
Wm Morris

KAREN LINDGREN - AGT: Marjorie Morrow,  
CH 4-0644

MARION LORNE - "Peepers" schoolteacher -  
AGT: George Morris, MU 8-  
0960

LYDIA ST. CLAIR - Now in Time Of The  
Cuckoo - AGT: George Morris

JEROME THOR - Foreign Intrigue lead, re-  
turning to NY - AGT: Wm Morris

LOS ANGELES

BARBARA BRITTON - "Mrs. North" - MGT:  
E.T. Somlyo, CR 6-2041(LA)

JOAN CAULFIELD - signed for My Favorite  
Husband - AGT: Paul Small,  
CR 1-5246 (LA)

DENNIS DAY - MGT: Famous Artists, CR 1-  
5222 (LA)

BRIAN DONLEVY - star of Dangerous Assign-  
ment - MGT: Famous Artists

VIRGINIA FIELD - MGT: Famous Artists

BYRON FOULGER - veteran character actor -  
CONTACT: Stempel-Olenick,  
CR 1-7141 (LA)

JACOB LATEINER - young concert pianist,  
recently out of army - AGT:  
NCAC, MA 9-1241 (LA)

ARTHUR LAKE - "Dagwood" - AGT: Bergerman-  
Breacher - CR 6-3196 (LA)

EDMOND O'BRIEN - MGT: Kurt Frings, CR 1-  
6115 (LA)

DONALD O'CONNOR - "Colgate" comedian -  
Jaffe Agency, CR 6-6121(LA)

DOROTHY SHAY - "Park Avenue Hillbilly" -  
AGT: Wm Morris, CR 1-6161  
(LA)





# NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: April 19-25 |      |                             |      |      |     |      |     |      |     |
|-------------------------------------------------------------|------|-----------------------------|------|------|-----|------|-----|------|-----|
|                                                             |      | Total Hours Network Service |      |      |     |      |     |      |     |
|                                                             |      | ABC                         |      | CBS  |     | DuM  |     | NBC  |     |
|                                                             |      | Comm                        | Sus  | Comm | Sus | Comm | Sus | Comm | Sus |
| Time on- )                                                  | Live | 1                           | 1*   | 8    | 4½  | 1    | --  | 11   | 9   |
| 12 noon )                                                   | Film | ½                           | ¼    | --   | --  | --   | --  | --   | --  |
| 12 noon- )                                                  | Live | 2½                          | 1    | 19   | 12½ | 6 ¾  | 6 ¾ | 12¼  | 6¼  |
| 6:00 pm )                                                   | Film | --                          | --   | --   | --  | --   | --  | 1½   | ½   |
| 6:00 pm )                                                   | Live | 8                           | 7 ¾* | 18   | 3½  | 12 ¾ | 4 ¾ | 18¼  | 1¼  |
| time off )                                                  | Film | 2 ¾                         | 5¼   | 5½   | --  | 3    | ½   | 5¼   | --  |
| TOTALS )                                                    | LIVE | 11½                         | 9 ¾* | 45   | 20½ | 20½  | 11½ | 41½  | 16½ |
| )                                                           | FILM | 3¼                          | 5½   | 5½   | --  | 3    | ½   | 6 ¾  | ½   |

\* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

## LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of April 19-25

| CITY          | STATION     | Total Hrs<br>Trans | Net Hours<br>Service | Live Hrs<br>Loc Only | Nat'l<br>Spots | Movie*<br>Features |
|---------------|-------------|--------------------|----------------------|----------------------|----------------|--------------------|
| New York City | WABC-TV (A) | 96¼                | 27 ¾                 | 29¼                  | 1¼             | 27                 |
| New York City | WCBS (C)    | 112 ¾              | 71                   | 10¼                  | 1¼             | 19¼                |
| New York City | WABD (D)    | 92                 | 36½                  | 18¼                  | 3              | 29½                |
| New York City | WNBT (N)    | 120¼               | 57¼                  | 27½                  | 2½             | 19 ¾               |
| New York City | WOR (I)     | 81 ¾               | --                   | 39¼                  | ¾              | 32¼                |

KEY: A - American Broadcasting Co.; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

UNITED STATES DISTRICT COURT

[illegible]



APRIL 26-MAY 2, 1953

VOLUME 5

NUMBER 17

# Ross Reports

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(26)

ABC - 6:30-6:45pm; NEW TIME; Walter Winchell; from KECA-TV(Hollywood) to 17 sta & 8 kine; Sponsor - Gruen Watch Co thru McCann-Erickson; Prod - Betty Forsling; news commentary program, which debuted October 5, 1952, was formerly seen 6:45-7pm. Films will be shown from 6:45-7pm.

ABC - 7:30-8pm; ADD SPONSOR; Plymouth Playhouse presents ABC Album; from WABC-TV(NY) or KECA-TV(Hollywood) to 14 sta & 9 kine; Sponsor - Plymouth Division of Chrysler Corp.(9 weeks) thru N. W. Ayer & Son, Inc; Exec Prod - Herbert Brodtkin; Assoc Prod - Phil Stein; Art Director - James McNaughton; Donald Cook is host and narrator for series which debuted April 12 as a sustaining program. Cecil Barker supervises telecasts which originate in Hollywood during the series. For production credits for individual programs, see Talent Showsheet section of weekly Ross Reports.

DuM - 10-10:30pm; LAST SHOW; Arthur Murray Party; from WABD(NY) to 7 stations; Sponsor - Arthur Murray Dance Studios thru Ruthrauff & Ryan; Pkgr-Prod - Arthur Murray; Dir - Coby Ruskin; program has been seen in this time slot since October 12, 1952; will return June 28 on CBS-TV (9:30-10pm) as replacement for Time to Smile, sponsored by Bristol-Myers.

NBC - 3:30-5:30pm; HIGHLIGHT; Hamlet; from WNBT(NY) to 46 stations; Sponsor - Hall Bros. (Hallmark Greeting Cards) thru Foote, Cone & Belding; Exec Prod & Dir - Albert McCleery; Prod Superv - George Schaefer; Assoc Prod - Emmett Rogers; Sets - Richard Sylbert; Costumes - Guy Kent & Noel Taylor; Music - Roger Adams; Conductor - William Brooks; Mildred Freed Albert & Tom Hughes Sand have adapted the William Shakespeare play for its television production by Maurice Evans; sponsor is taking an hour-and-a-half in addition to its regular half-hour time period for Hallmark Hall of Fame (Sun 5-5:30pm). Cast includes Maurice Evans, Ruth Chatterton, Joseph Schildkraut, Sarah Churchill, Barry Jones, Wesley Addy, William Smithers, Malcolm Keen, Alan Shayne, Winston Ross, Chester Stratton, Francis Bethencourt, Noel Leslie, Neva Patterson, Norman Barre, Tom Hughes and Ken Raymond.

#### Mon(27)

NBC - 7:30-7:45pm; RETURN; Bob and Ray Show; from WNBT(NY) to the net; Sustaining; Prod-Dir - Grey Lockwood; Bob Elliott & Ray Goulding will be assisted by Audrey Meadows in their new series, which together with the new Eddie Fisher show (see next page) replaces Those Two. Paul Taubman at the organ will provide musical background.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THE UNITED STATES OF AMERICA

OFFICE OF THE SECRETARY OF THE ARMY

WASHINGTON, D. C.

MEMORANDUM FOR THE SECRETARY OF THE ARMY

SUBJECT: [Illegible]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]

[Illegible text]



Wed(29);

NBC - 7:30-7:45pm Wed & Fri; DEBUT; Coke Time With Eddie Fisher; from WNBT(NY) to 43 sta & 36 kine; Sponsor - The Coca-Cola Co thru D'Arcy Advertising; Pkgr-Prod - Music Corporation of America; Dir - Herb Sussan; Writer - Gordon Auchincloss; Music Conductor - Axel Stordahl; Don Ameche will host new musical series starring Eddie Fisher, and using guest stars each week.

Sat(2)

CBS - 5-5:45pm; HIGHLIGHT; Kentucky Derby; from WHAS-TV(Louisville) to 50 sta (approx); Sponsor - Gillette Safety Razor Co. thru Maxon, Inc. Bryan Field will describe the running of the famous turf classic; the rights fee for the broadcast will be turned over to the American Red Cross.

NETWORK SPONSOR ACTIVITY

CHRYSLER CORP thru Batten, Barton, Durstine & Osborn has purchased a half-hour dramatic series to be produced by Worthington L. ('Tony') Minor for programming in the fall.

CONGOLEUM-NAIRN thru McCann-Erickson returns to TV with a Monday, Wednesday and Friday participation on Today (NBC-TV Mon thru Fri 7-9am) for five weeks beginning May 1.

WINE CORPORATION OF AMERICA (Mogen David Wine) thru Weiss & Geller, ends sponsorship of the Bill Cullen Show (CBS-TV Thu 11:15-11:30am) following the telecast of May 7.

GENERAL MILLS has announced that it will move its Betty Crocker cake mix account - with billings totalling \$3,500,000, from Dancer-Fitzgerald-Sample to Batten, Barton, Durstine & Osborn, effective September 1.

QUAKER OATS is moving its Aunt Jemima cake and pancake mixes accounts from Price, Robinson & Frank to J. Walter Thompson, effective July 1.

D. L. CLARK CO (Clark Candy Bars) has announced Batten, Barton, Durstine & Osborn as its new agency, replacing Bachman, Kelly & Trautman (Pittsburgh).

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LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Jacqueline Susann Show; DEBUT April 25; Sat 10:30-11pm; Sponsor - Greater N. Y. Sewing Machine Co. (Vigorelli Sewing Machines) thru Dick Randall Productions; Prod - Randall; Dir - Roger Shope; Jacqueline Susann MC's new variety-fashion show which will present guest stars each week.

Talk of the Town; DEBUT April 27; Mon thru Fri 11pm-12midnight; Sponsor - Knickerbocker Beer thru The Biow Company; Prod - Milton Douglas; Assoc Prod - Joe Cates; Dir - Ray Abel; Asst Dir - Tom DeVito; Writers - Jack Raymond & Stan Burns; Choreographer - Ray Malone; Sets - Romaine Johnson; Art Dir - Arthur Rankin, Jr; Music - Buddy Weed & Combo; Jimmy Blaine stars as MC of new variety series, with songstress Elise Rhodes, dancer Ray Malone, comedian Louis Nye and straight man and announcer Bill Williams. Father Knickerbocker is host on informal program; guest stars for first week will be singer Donald Richards and song and dance team Diane Sinclair and Ken Spaulding.

1. The first part of the report deals with the general situation of the country and the progress of the work during the year. It is divided into two main sections: the first section deals with the general situation and the second section deals with the progress of the work.

2. The second part of the report deals with the results of the work during the year. It is divided into two main sections: the first section deals with the results of the work in the field and the second section deals with the results of the work in the laboratory.

RESULTS OF THE WORK

3. The first section of the second part of the report deals with the results of the work in the field. It is divided into two main sections: the first section deals with the results of the work in the field of geology and the second section deals with the results of the work in the field of biology.

4. The second section of the second part of the report deals with the results of the work in the laboratory. It is divided into two main sections: the first section deals with the results of the work in the laboratory of geology and the second section deals with the results of the work in the laboratory of biology.

5. The third section of the second part of the report deals with the results of the work in the field of geology. It is divided into two main sections: the first section deals with the results of the work in the field of geology in the north and the second section deals with the results of the work in the field of geology in the south.

6. The fourth section of the second part of the report deals with the results of the work in the field of biology. It is divided into two main sections: the first section deals with the results of the work in the field of biology in the north and the second section deals with the results of the work in the field of biology in the south.

7. The fifth section of the second part of the report deals with the results of the work in the laboratory of geology. It is divided into two main sections: the first section deals with the results of the work in the laboratory of geology in the north and the second section deals with the results of the work in the laboratory of geology in the south.

8. The sixth section of the second part of the report deals with the results of the work in the laboratory of biology. It is divided into two main sections: the first section deals with the results of the work in the laboratory of biology in the north and the second section deals with the results of the work in the laboratory of biology in the south.

9. The seventh section of the second part of the report deals with the results of the work in the field of geology and biology. It is divided into two main sections: the first section deals with the results of the work in the field of geology and biology in the north and the second section deals with the results of the work in the field of geology and biology in the south.

CONCLUSIONS

10. The first section of the third part of the report deals with the conclusions of the work in the field of geology. It is divided into two main sections: the first section deals with the conclusions of the work in the field of geology in the north and the second section deals with the conclusions of the work in the field of geology in the south.

11. The second section of the third part of the report deals with the conclusions of the work in the field of biology. It is divided into two main sections: the first section deals with the conclusions of the work in the field of biology in the north and the second section deals with the conclusions of the work in the field of biology in the south.

LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV Ch 2) - Little League Baseball School; DEBUT May 2; Sat 10:45-11am; Sustaining; Prod - Martin Weldon; Dir - Charles Hinds; Tommy Henrich will be host and chief instructor, with Martin Weldon featured as the "Little League Reporter"; youngsters will receive expert tips on batting, pitching and fielding, and filmed highlights of top games will be shown. Guest for first program will be Preacher Roe.
- WNBT(Ch 4) - The Magic Horseshoe; DEBUT April 21; Tue & Thu 6-6:30pm; Sustaining; Pkgr - Walt Framer Productions; Prod - Art Stark & Paul Cassander; Writer - Art Stark; Dir - Jim Elson; 'Bronco' Bob Williams, cowboy-singer, MC's new quiz program, assisted by Liza Palmer, vocalist. Three or four youngsters, over eight years of age, will be given a "chance-of-a-lifetime" by being offered the opportunity to make a wish come true. Children will be selected on the basis of good deeds attributed to them and submitted by a parent, teacher, neighbor or associate.
- WOR-TV(Ch 9) - TV Dinner Date; ADD TIME April 27; Mon thru Fri 7-7:30pm; Sponsor - Whelan Stores, Inc. thru Product Advertising; Prod - WOR-TV; Dir - Bob Eberle; Ziggy Lane joins concert and operatic singer Florence George as co-star of the variety series which had been seen Tuesday and Thursday nights only.
- WGN-TV(Ch 9) - Baseball with the Women; DEBUT April 14; Mon thru Fri 12:45-1pm; Sponsor - Land O'Lakes Creameries thru Campbell-Mithun(Minneapolis); Jack Brickhouse will interview baseball players' wives and femme fans on new show which will originate at the Chicago ball park.
- KTLA(Ch 5) - Las Floristas Headdress Ball; HIGHLIGHT April 24; Fri 10pm; presented by Las Floristas on behalf of their charity, the King's Daughters Day Nursery for the children of working mothers, florists are invited to compete in the ball for trophy-winning headdresses. The Southern California Kaiser-Frazer Dealers Assn will sponsor the special telecast which will be narrated by Stan Chambers - the theme of the ball will be "Rhapsody of the Birds."
- KTTV(Ch 11) - The Adventures of Patches; DEBUT April 20; Mon thru Fri 6:15-6:30pm; Sustaining; Prod-Writer - Charles Shows; Dir - Jack Scott; locally known puppet show for children is built around the character of "Patches," a small boy of five who lives in an orphanage, but who escapes from reality through his imagination which creates for him a huge rabbit named "Wacky Rabbit."

FILM REPORT

CONSOLIDATED'S STATION STARTER PLAN IN 22 NEW MARKETS, giving the stations nine filmed program series at a total weekly price equal to the station's starting Class "A" hourly rate. The new markets subscribing to the plan include WKAB-TV, Mobile; KVOA-TV, Tucson; KRTV, Little Rock; KKTU, Colorado Springs; WFTL-TV, Ft. Lauderdale; WTVH, Peoria; WTVQ-TV, Rockford; WFAM-TV, Lafayette; KVTU, Sioux City; KFAZ-TV, Monroe, La; WHYN-TV, Holyoke; KTTS-TV, Springfield; KOLN-TV, Lincoln; WTVU-TV, Scranton; KELO-TV, Sioux Falls; KGNC-TV, Amarillo; KWFT-TV, Wichita Falls; KVOS-TV, Bellingham, Wash; KXLY-TV, Spokane; WOSH-TV, Oshkosh; WHP-TV, Harrisburg and WSUN-TV, St. Petersburg.

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FILM REPORT(Cont'd)

TIME MAGAZINE TO SPONSOR FILM SERIES in association with local advertisers. The pilot film for the 5-minute shorts was shot on location in New Jersey last week. To be called A Story of our Time, stories from Time's files will be used that lend themselves to dramatization. Richard Dana and Richard Cox are in charge of production for Young & Rubicam, Time's agency. Ralph Nelson directed the pilot.

ON STAGE WITH MONTY WOOLLEY BEING PRODUCED IN NYC by Dynamic Films, with two programs in the 26-film series already in the can. The quarter-hour films, directed by Nathan Zucker of Dynamic, combine the informal atmosphere of a dramatic reading with the range of a dramatic performance. Nikki Eastman designed the sets, and the show will be handled through the William Morris Agency. Blanche Yurka and Sheppard Strudwick have appeared with Mr. Woolley in the two programs already completed, Edgar Allen Poe's "The Cask of Amontillado" and Anton Chekov's "The Boor."

TOPPER SERIES TO GET UNDER WAY IN HOLLYWOOD, with producer John W. Loveton having announced the signing of Leo G. Carroll, Anne Jeffreys and Robert Sterling for the three leading roles in the comedy series based on the stories of Thorne Smith. Loveton, who is producer of Mr. and Mrs. North, will be associated with Bernard Schubert in the production of the new series, which will be directed by Phil Rapp. Shooting on the pilot was done last week at the Samuel Goldwyn Studios.

RAMAR OF THE JUNGLE NOW SEEN IN 30 CITIES, with latest sales including stations in New York, Phoenix, Louisville, Portland and Salem, Oregon, and Spokane, Yakima and Bellington, Wash. WPIX, New York, purchased exclusive rights to the series in the metropolitan area, with showings to start in the near future. Produced in Hollywood by Leon Fromkess, Harry S. Rothschild and Rudolph Flothow, and directed by Wallace Fox, the jungle-adventure films star Jon Hall and Ray Montgomery.

SHOOTING RESUMED ON ETHEL BARRYMORE SERIES by Interstate Television, Hollywood. Production on the half-hour series started in June, 1952, with four films having been completed. Dick Heermance produces the series, which has Miss Barrymore introducing and closing the dramatic programs. Among the players in the four completed films are Arthur Kennedy, Edward Arnold, Walter Brennan and Akim Tamiroff. Full title of the program is The Ethel Barrymore Theatre of the Air, and production resumed with "Fire in the Night," by Malvin Wald and Mort Braus.

NEWS DIGEST

TV HOOPERATINGS EXTENDING COVERAGE TO 50 CITIES beginning in October, 1953. The expansion will add Rochester, Wilmington, Norfolk, Huntington, W.Va., Miami, New Orleans, Youngstown, Grand Rapids-Kalamazoo, Denver and Portland, Ore. The reports in the new cities, like the present 40, will cover all broadcast hours from sign-on to sign-off, providing daily quarter-hour Hooperatings and Teleratings and Share of Audience as well as program ratings, Monday-thru-Friday averages, and day-part Indexes. New subscribers to the "Hooperatings" service are WCBS-TV(New York), J. Walter Thompson Co. and McCann-Erickson.

THREE TV STATIONS PLANNED FOR JAPAN, with producers, technicians and other personnel currently receiving specialized training at RCA and NBC to prepare them to operate the planned stations. All of the stations are planned for Tokyo, and it is expected that they will reach about 12 million people in that area.

MULTIPULSE LISTS TOP PROGRAMS BY TYPE FOR MARCH, with Comedy Variety shows leading with an average rating of 29.6. Other program types listed are Situation Comedy 23.0; Boxing 21.2; Drama & Mysteries 21.0; Talent 19.2; Musical Variety 14.3; Feature Films 13.2; Kid Shows 13.0; Quiz-Audience Participation 10.0; Serial Stories 9.5 and Westerns & Serials 9.5.

PEABODY AWARDS FOR 1952 ANNOUNCED, with TV programs honored including John Hopkins Science Review, Meet the Press, Mister Peepers, Your Hit Parade, Ding Dong School and Victory at Sea. WEWS(TV), Cleveland, was honored for local public service. The awards are issued annually through the Henry W. Grady School of Journalism at the University of Georgia and a national advisory board.

NEWS BRIEFS: Singing comedian Johnny Dugan has been signed by the National Broadcasting Company in the talent and comedy development project.....Ted Ashley Associates, theatrical agents and radio and television packagers and producers, have leased the penthouse in the 15-story building being erected at 5th Avenue and 47th St., to be known as 579 Fifth Avenue. The Ashley firm represents Gertrude Berg, Yul Brynner, Worthington Minor, Robert Q. Lewis, Eleanor Roosevelt, Marlene Dietrich, Goodman Ace, Hume Cronyn and Jessica Tandy, and such radio and television programs as "The Goldbergs," "A Date With Judy," "Juvenile Jury," "Halls of Ivy," "Ethel and Albert," "Candid Camera," and "Life Begins at 80".....The Alan Young Show changes format with the telecast of April 26 to include a two-skit schedule. Dawn Addams, formerly playing a running part, will no longer be seen, and Norman Tokar, up to now director of the show, takes over as producer, with Alan Dinehart moving into the director's spot.....Beginning Sunday, April 26, and continuing through Saturday, September 26, all TV networks will operate on Daylight Savings Time.

PERSONNEL CHANGES: Sid Eiges, NBC vice president in charge of publicity, and Thomas Ervin, vice president and general attorney, have taken over the duties of Edward D. Madden, who resigned, effective May 1, as vice president and assistant to the president.....Gordon H. Mills has been appointed manager of DuMont Television's central division sales offices with headquarters in Chicago. An agency and network sales executive for many years, Mr. Mill's most recent affiliation was with NBC-radio in Chicago.....Jerry Ford, formerly with Gray Advertising, has joined the radio-TV staff of Cecil & Presbrey, New York.....Ted Grunewald, formerly with William Esty Co., has joined Doyle Dane Bernbach as Television and Radio Director....John K. West has been elected to the Board of Directors of the National Broadcasting Company. He is vice president in charge of NBC's Western Division.....James R. English has joined the research department of Young & Rubicam, where he will be in charge of radio-TV research. He was formerly with the A. C. Nielsen Co.Paul Mowrey, formerly station manager and program director of WABC-TV(New York), has been named general manager of the station.

Rose Tobias, formerly on the production staff of "Mike & Buff" and "The Eddie Albert Show" at CBS-TV, joins the production staff of "Talk of the Town" (ABC-TV) where she will be in charge of special events for the new variety program.....William E. Robinson, Executive Vice President and a member of the Board of Directors of the New York Herald Tribune, has been elected to the Board of Directors of the Radio Corporation of America.....Ted Cott, NBC Vice President and General Manager of stations WNBC-WNBT(NY), has been promoted to handle overall division management matters, working with Charles R. Denny, Vice President of Owned & Operated Stations for NBC. Dick Pack, Director of Operations and Programming for the local stations, Max Buck, Director of Advertising, Merchandising and Sales Promotion, and Frank Fitzgerald, Assistant to Cott, will also join the Owned & Operated Stations Division. All continue with their WNBC-WNBT duties.

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TALENT SHOWSHEET APRIL 27-May 3, 1953

PROGRAM

NET TIME(EDT)

TALENT ROSTER

Most of the shows on April 24, 25, 26 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 1. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY APRIL 24
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<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>Trina's Wedding</u> - (O) by Jerome Ross; with Alice Frost, Jane Seymour, Carl Frank; (SD)
<u>Dark Of Night</u> (Carl Low)	DuM 8:30	Harold Stone, Mitchell Agruss, Lois Nettleton, William A. Lee, Will Lee, James Reese(SW & SD)
<u>Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>The Eye Examination</u> - (O) by Bud Grossman; with Royal Beal, Alice Pearce; (SD)
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>Please Omit Flowers</u> - (O) by James Blumgarten; with Anne Burr, Frank Albertson, Peggy Allenby, Chris Gampel, Truman Smith; (SD)

SATURDAY APRIL 25
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<u>Rod Brown Of The Rocket Rangers</u>	CBS 11:30am	<u>The Adventure Of The Invisible Saboteur</u> - (O) by George Gould; with regulars Cliff Robertson, Bruce Hall, John Boruff, Jack Weston; & Tony Bickley, Jack Davis, Eddie Bryce, Charles Rae King; (SD) by Gould
<u>Stork Club</u>	CBS 7pm	Jimmy Durante (C), Jerome Courtland (S)
<u>Jackie Gleason</u>	CBS 8pm	Georgia Gibbs (S)

SUNDAY APRIL 26
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<u>Lamp Unto My Feet</u> (Dr. Lyman Bryson)	CBS 3pm	<u>If Need Be</u> - (O) by Palmer Thompson; with Berry Kroeger, Hal Studer, Eli Segall, Thomas McDermott; (SD)
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	Emlyn Williams reads from <u>A Tale Of Two Cities</u> by Charles Dickens; <u>Gaite Parisienne</u> - ballet by Massine with Nina Novak, Roman Jasinski, Yvonne Chateau, Vladimir Dokoudovsky, Gertrude Tyven; TV Dir by Byron Paul; 20th Century Sculpture with narration by Cooke; <u>The Figgerin' Of Aunt Wilma</u> - (O) by James Thurber, (A) by Tad Mosel; with Margaret Hamilton, Loring Smith, Lewis Scholle & Thurber (recorded) narration
<u>You Are There</u> (Walter Cronkite)	CBS 6pm	<u>The Signing Of The Declaration Of Independence</u> - (O) by Mel Goldberg; with Cameron Prud'homme, Shepperd Strudwick, Maurice Manson, Vinton Hayworth, Harrison Dowd, Philip Coolidge, Peter Hobbs, Douglas McLean, Dan Frazer, Charles Gaines, Tom Gorman, Cullen Desmond, Henry Sharpe, William Crane, Edward Woodhead; (SD)
<u>Mr. Peepers</u> (Wally Cox)	NBC 7:30	regulars & Ward Costello, Dan Morgan (SW & SD)

SUNDAY APRIL 26 (Cont'd)
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| <u>Colgate Comedy Hour</u><br>(Abbott & Costello) | NBC 8pm    | Hoagy Carmichael (composer), Teresa Brewer (S),<br>Amin Brothers (jugglers) (FROM HOLLYWOOD)                                                                                                                                                               |
| <u>Toast Of The Town</u><br>(Ed Sullivan)         | CBS 8pm    | Clark Gable & Gene Tierney in film clip from<br><u>Never Let Me Go</u> ; Jose Greco (D), Roberta Pet-<br>ers (S), Jimmy McHugh (songwriter), Mickey Mantle & Johnny<br>Mize (baseball); the Marquis Monkeys; Willie, West & McGinty<br>(C); Wally Boag (C) |
| <u>Goodyear TV Playhouse</u>                      | NBC 9pm    | <u>Printer's Measure</u> - (O) by Paddy Chayefsky;<br>with Pat O'Malley, Martin Newman, Peg Hillias,<br>Joseph Boland, Ann Dere, Joe Mantell; (SD) by Delbert Mann                                                                                         |
| <u>Rocky King</u><br>(Roscoe Karns)               | DuM 9pm    | <u>The Will Be Done</u> - (O) by William C. Crane;<br>with Frank Milan, Connie Lembcke, Joseph Hol-<br>land, William Turner, Kitty Cosgriff; (SD)                                                                                                          |
| <u>Plainclothes Man</u><br>(Ken Lynch)            | DuM 9:30   | <u>The Shoe &amp; Heel</u> - (O) by Warren Townsend; with<br>Raoul de Leon, Carlotta Sherwood, Bill Snary,<br>Ruth Manning, Joyce Randolph; (SD)                                                                                                           |
| <u>The Web</u>                                    | CBS 10pm   | <u>A Time For Hate</u> - (O) by Art Wallace;<br>with Jessie Royce Landis, John Baragrey, Mar-<br>icn Russell, Haskell Coffin, Raymond Baily; (SD) by Swift                                                                                                 |
| <u>Adolphe Menjou's</u><br><u>Favorite Story</u>  | WNBT 10:30 | <u>Born Unto Trouble</u> - (O) by Francois Coppee;<br>(The Substitute), (A)-(SW); with Noah Beery, Jr,<br>Linda Johnson, John V. Close, Lyle Talbot, John Hamilton,<br>William Faucett, Lanny Rees, Sandy Sanders, Bobby Blake(FILM)                       |

SUNDAY APRIL 27  
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<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>The Poe Letter</u> - with Phyllis Kirk, Frances Fuller, Kendall Clark; (SW & SD)
<u>Paul Winchell</u>	NBC 8pm	Sinclair & Spaulding (D), Lois Nettleton
<u>Voice Of Firestone</u>	NBC 8:30	George London & Dorothy Warenskjold (S)
<u>Eye Witness</u>	NBC 9pm	<u>Burial Plot</u> - (O) by Robert Leslie Bellem & Herbert Moulton; with Mary Scott, James Greg- ory, Larry Haines, Charles Aidman, James Milholland, Selma Pellish, Robert Dryden, Fred Gwynne; (SD)
<u>Robert Montgomery</u>	NBC 9:30	<u>Summer Tempest</u> - (O) by Samuel Taylor, (A) by Denis Green; with Geraldine Fitzgerald, Rich- ard Kiley, Margaret Wycherly, Nicholas Joy, Denise Alexander, Frank Daly, Gary Walberg, Arthur Cassel; (SD) by H.B. Swope
<u>Red Buttons</u>	CBS 9:30	Evelyn Knight (S), Patsy Perroni, Michael O'Dowd, Ralph Roberts, Sammy Birch & regulars
<u>Studio One</u>	CBS 10pm	<u>Along Came A Spider</u> - (O) by Stanley Niss; with Felicia Montealegre, James Daly, Patricia Wheel, James Bender, William Harrigan, Dan Tobin, Evelyn Ellis, John Marriott, Norman Feld, Louise Kino, Charles Massinger, Rai Tasco, Victor Rendina, Joe Nathan, Janice Mattson, Jane Salsberry, Lucille Calvert, John Dutra, Lloyd Knight, Leo Bayard, Braford Bradley, Clare Fontanne; (SD) by Schaffner

TUESDAY APRIL 28
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<u>Texaco Star Theater</u>	NBC 8pm	Robert Cummings, Wally Cox, Lisa Kirk (S)
<u>Crime Syndicated</u>	CBS 9pm	<u>Policy King</u> - (O) by Paul Monash; with Joseph Maross, Christine White, Robert H. Harris, Martin Brooks, Stewart Bradley, John Raskin, Joseph Costa, Jack Arthur; (SD)
<u>Fireside Theater</u> (Frank Wisbar)	NBC 9pm	<u>The Pemberton Boy</u> - (O) by Nathaniel Curtis, (A) by Agnes Christine Johnston & Frank Dazey; with David Stollery, Robert Shayne, Sheila Bromley, John Call, Martin Dean, Butch Cavell, Ronnie Hooker, Douglas Wood, George Pembroke; (SD, FILM)
<u>Armstrong o Theater</u>	NBC 9:30	<u>On The Beat</u> - (O) by Hamilton Benz; with Donald Richards, Dennis Harrison, Ann Hillary, Leonard Valenta, Charles Senna, Leonard Stokes, Kenneth Schon; (SD)
<u>Suspense</u>	CBS 9:30	<u>F.O.B. Vienna</u> - (O) by Raphael Hayes; with Walter Matthau, Jayne Meadows, Mike Kellin, Robert Webber, E.A. Krumschmidt, Clem Fowler, Dearon Darnay, Ben Hammer, Wesley Lair; (SD)
<u>Danger</u>	CBS 10pm	<u>Sing For Your Life</u> - (O) by Kate Nickerson; with Johnny Desmond, George Mathews, Joan Copeland, John Boyd, Leslie Litomy, Fred Scully, Norman Shelly, Alan MacAteer; (SD)

WEDNESDAY APRIL 29
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<u>A Date With Judy</u> (Mary Linn Beller)	ABC 7:30	regulars & Warren Parker, Mary Loane, Margaret Hamilton (SW & SD)
<u>Cavalcade Of America</u>	NBC 8:30	<u>Night Strike</u> - (O) by Robert Stevenson; with Glenn Langan, Richard Garrick, James K. Best, Russell Simpson, Maurice Marsac, Robert Edward Osterloh, Dayton Lummis, Dorothea Wolbert, Normand E. DuPont, John Fraser, Kenneth Donald Murray; Dir by Robert Stevenson (FILM)
<u>Kraft TV Theater</u>	NBC 9pm	<u>Hoodlum With A Halo</u> - (O) by Paul Gissing; with Joe Maross, Constance Ford, Perry Wilson, Frank Albertson, Russell Hardie, Kathleen Comegys, Rex O'Malley, Robert Middleton; (SD) by
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9:30	<u>Karen</u> - (O) by Vincent Bogart; with Pat Ferris, John McLiam, James Costigan, Christopher Barbary (FILM, SD)
<u>Douglas Fairbanks</u>	WNBT 10:30	<u>My Name Is Jones</u> - (O) by Selwyn Jepson; with Warren Stanhope, Joan Newell, Deborah Turnbull, Paul Carpenter, Joan Tetzels, MacDonald Parke; Dir by Charles Saunders (FILM)

THURSDAY APRIL 30
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<u>T Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Case Of The Secret Sale</u> - (O) by Robert Sloane; with Dennis Harrison, Frederic Tozere, Anzie Strickland, Joe DiReda, Geoffrey Bryant, Beverly Whitney
<u>Lux Video Theater</u>	NBC 9pm	<u>The Ascent Of Alfred Fishkettle</u> - (O) by Francis Bethencourt; with Robert Newton, Isobel Elsom, Viola Roache, Jean Cooke, Jack Lemmon; (SD) by F. Cook

Abstract. The purpose of this study was to determine if there were differences in the prevalence of dental caries between children who had been exposed to fluoride toothpaste and those who had not. A cross-sectional survey of 600 children aged 5-7 years was conducted in two communities. The results showed that the prevalence of dental caries was significantly higher in the non-exposed group than in the exposed group. This suggests that fluoride toothpaste may have a protective effect against dental caries.

<u>Ford Theater</u>	NBC 9:30	<u>The Son-In-Law</u> - (O) by Jack Iams, (A) by Karen DeWolf; with Peter Lawford, Bonita Granville, Eve Miller, Esther Somers, Rex Reason, Connie Marshall, Bobby Hyatt, John Call, Ruth Lee (FILM)
<u>Big Town</u>	CBS 9:30	Olin Howlin, Jean Willes, Ben Astar & regs.(FILM)
<u>Martin Kane</u> (Lee Tracy)	NBC 10pm	Mary Patton, Mercer McLeod, Una O'Connor, Charlotte Knight, Janet Paul, Ethel Everett(SW & SD)
<u>Foreign Intrigue</u> (Jerome Thor)	WNBT 10:30	<u>F I In The Villardo Legend</u> - (O) by Paul Monash; with Lou Van Burg, Roger Treville, LeBeal(FILM)
<u>I've Got A Secret</u> (Garry Moore)	CBS 10:30	Leo Durocher (baseball), guest panelist

FRIDAY MAY 1
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<u>Schlitz Playhouse</u>	CBS 9pm	<u>Medicine Woman</u> - (O) by Irving Gaynor Neiman; with Andrea King, George Brent, Mary Ellen Kay, Donny Hyatt, William Fawcett, Frank Jenks; (SD) by Kellino(FILM)
<u>The Big Story</u> (Robert Sloane)	NBC 9pm	<u>Lu Haas, Los Angeles Daily News</u> - (O) by Max Ehrlich; with Richard Kronald, Martin Newman, Crahan Denton, Olive Blakeney, Jock MacGregor, Somer Alberg, Farrell Pelley, Evelyn Siebold; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 24 THROUGH FRIDAY MAY 1
~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 24 THROUGH FRIDAY MAY 1~~

<u>Strike It Rich</u> (Warren Hull)	CBS 11:30	M - Mary Meade (S); W - (am) Diana Herbert; F - Virginia Graham
<u>Garry Moore</u>	CBS 1:30	Robert Clary (S) added as twice-weekly regular beginning Tuesday, April 28
<u>Art Linkletter's House Party</u>	CBS 2:30	M - Edmond O'Brien; Tu - Perc Westmore (make-up) W - Donna Atwood (skater) & her twin sons; Thu - Jerry Colonna (C) (FROM HOLLYWOOD)
<u>Kate Smith</u>	NBC 4pm	M - <u>The Dunhills</u> (D); <u>The Key</u> - (O) by Elliott Drake, with John Newland; Tu - The Kateds, Katy-dids, Marshall Izen (C); W - Buster Shaver & Olive (C-D), Deep River Boys (S); Thu - Andre Eglevsky & Melissa Hayden (D); F - The Story Princess, Kathryn Lee & Marc Platt (D)
<u>One Woman's Story</u>	WABD 6:30	M thru F - <u>The Ballad Of The White Swan</u> - (O) by Chris Riland, with Jean Pearson; (SD)
<u>Dinah Shore</u>	NBC 7:30	Tu - George Montgomery & daughter Melissa Ann
<u>Broadway TV Theater</u>	WOR 7:30	M thru F - <u>Her Master's Voice</u> - (O) by Clare Kummer; with Cliff Norton, June Walker, Nydia Westman, Seth Arnold, W.O. Mc Waters, Gerry Jedd, Fay Sappington; Dir by Ray Boyle
<u>Perry Como</u>	CBS 7:45	F (5/1) - Richard Hayman (S)
<u>Mono-Drama Theater</u>	WABD 11:15 -	M thru F - <u>A Tale Of Two Cities</u> - (O) by Charles Dickens, (A) by Jay Bennett, with Jack Manning

1. The first part of the report is devoted to a general survey of the situation in the country.	1. The first part of the report is devoted to a general survey of the situation in the country.	1. The first part of the report is devoted to a general survey of the situation in the country.
2. The second part of the report is devoted to a detailed analysis of the economic situation.	2. The second part of the report is devoted to a detailed analysis of the economic situation.	2. The second part of the report is devoted to a detailed analysis of the economic situation.
3. The third part of the report is devoted to a detailed analysis of the social situation.	3. The third part of the report is devoted to a detailed analysis of the social situation.	3. The third part of the report is devoted to a detailed analysis of the social situation.
4. The fourth part of the report is devoted to a detailed analysis of the cultural situation.	4. The fourth part of the report is devoted to a detailed analysis of the cultural situation.	4. The fourth part of the report is devoted to a detailed analysis of the cultural situation.
5. The fifth part of the report is devoted to a detailed analysis of the political situation.	5. The fifth part of the report is devoted to a detailed analysis of the political situation.	5. The fifth part of the report is devoted to a detailed analysis of the political situation.
6. The sixth part of the report is devoted to a detailed analysis of the international situation.	6. The sixth part of the report is devoted to a detailed analysis of the international situation.	6. The sixth part of the report is devoted to a detailed analysis of the international situation.
7. The seventh part of the report is devoted to a detailed analysis of the future prospects.	7. The seventh part of the report is devoted to a detailed analysis of the future prospects.	7. The seventh part of the report is devoted to a detailed analysis of the future prospects.
8. The eighth part of the report is devoted to a detailed analysis of the conclusions.	8. The eighth part of the report is devoted to a detailed analysis of the conclusions.	8. The eighth part of the report is devoted to a detailed analysis of the conclusions.
9. The ninth part of the report is devoted to a detailed analysis of the recommendations.	9. The ninth part of the report is devoted to a detailed analysis of the recommendations.	9. The ninth part of the report is devoted to a detailed analysis of the recommendations.
10. The tenth part of the report is devoted to a detailed analysis of the summary.	10. The tenth part of the report is devoted to a detailed analysis of the summary.	10. The tenth part of the report is devoted to a detailed analysis of the summary.

SATURDAY MAY 2

Gene Nelson (D), guest host

SUNDAY MAY 3
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Arms And The Man - (O) by George Bernard Shaw;  
with Nanette Fabray, Jean-Pierre Aumont, Kent  
Slezak, Mischa Auer, Martita Hunt; Dir by John

ABC 7:30      A Tale Of Two Cities (Part I) - (O) by Charles Dickens, (A) by John Vlahos; with John Ireland,  
Joanne Dru, Judith Evelyn & others to be announced; Dir by  
Richard Darley (FROM HOLLYWOOD)

Mary McCarty (S) (FROM HOLLYWOOD)

Joe Louis (boxer), Barbara Stanwyck & Clifton Webb in film clip from Titanic; others to be announced

Girl Overboard - with Elaine Joyce, Jim Bender,  
Connie Lembcke, Ralph Camargo, Bernard Burke;  
(SW & SD)

Escape From The Past - (O) by Gertrude Schweitz-  
er, (A) by Henry Misrock; with Ron Randell,  
Thomas Coley, Larry Gates, Ann Dere, Ludie  
ia Nye; Dir by Alan Davis (FILM)

# TALENT AVAILABILITIES

## NEW YORK

CHICAGO

(All phone numbers are Chi.)

BUDDY EBSSEN & MARTHA SCOTT - currently in  
The Male Animal at the Blackstone -  
CONTACT: Blackstone, CE 6-8240

RONNY GRAHAM - comedian & co-author of  
New Faces - CONTACT: Great Northern  
Theater, CE 6-8240

KITTY KALLEN - vocalist at the Palmer  
House - AGT: MCA, DE 7-1100

LIBERACE - pianist opening at the Edge-  
water Beach Hotel for 2 wks starting  
May 29 - AGT: MCA

JAN MURRAY - comedian at the Chez Paree -  
AGT: MCA

PATTI PAGE - pop singer at the Chicago Theater, wk of April 24 - AGT: GAC, ST 2-6288

ROSE MARIE - song stylist at Chez Paree -  
AGT: MCA

CESARE SIEPE - Met opera basso - AGT:  
Columbia Artists, DE 7-6626

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# NETWORK AND LOCAL TV PROGRAMMING ANALYSES

| Scheduled program transmission for the week of: April 26-31 |      |                             |      |      |     |      |     |      |     |
|-------------------------------------------------------------|------|-----------------------------|------|------|-----|------|-----|------|-----|
|                                                             |      | Total Hours Network Service |      |      |     |      |     |      |     |
|                                                             |      | ABC                         |      | CBS  |     | DuM  |     | NBC  |     |
|                                                             |      | Comm                        | Sus  | Comm | Sus | Comm | Sus | Comm | Sus |
| Time on-)                                                   | Live | 1½                          | 1*   | 8    | 4½  | 1    | --  | 11   | 9   |
| 12 noon )                                                   | Film | --                          | ¼    | --   | --  | --   | --  | --   | --  |
| 12 noon-)                                                   | Live | 2½                          | 1    | 19   | 10½ | 6¼   | 6 ¾ | 12 ¾ | 6¼  |
| 6:00 pm )                                                   | Film | --                          | --   | --   | --  | --   | --  | 1½   | ½   |
| 6:00 pm )                                                   | Live | 8                           | 7 ¾* | 18½  | 3   | 12 ¾ | 4 ¾ | 17¼  | 1 ¾ |
| time off)                                                   | Film | 2 ¾                         | 5    | 5½   | --  | 3    | ½   | 5 ¾  | --  |
| TOTALS )                                                    | LIVE | 12                          | 9 ¾* | 45½  | 18  | 20   | 11½ | 41   | 17  |
| )                                                           | FILM | 2 ¾                         | 5¼   | 5½   | --  | 3    | ½   | 7¼   | ½   |

\* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

## LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of April 26-31

| CITY          | STATION     | Total Hrs<br>Trans | Net Hours<br>Service | Live Hrs<br>Loc Only | Nat'l<br>Spots | Movie*<br>Features |
|---------------|-------------|--------------------|----------------------|----------------------|----------------|--------------------|
| New York City | WABC-TV (A) | 95 ¾               | 28                   | 28¼                  | 1¼             | 27                 |
| New York City | WCBS (C)    | 112 ¾              | 69                   | 10¼                  | 1¼             | 21¼                |
| New York City | WABD (D)    | 92¼                | 35                   | 18¼                  | 3              | 29½                |
| New York City | WNBT (N)    | 120¼               | 57 ¾                 | 27½                  | 2½             | 19 ¾               |
| New York City | WPIX (I)    | 78                 | --                   | 55½                  | ¾              | 15 ¾               |

KEY: A - American Broadcasting Co.; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

THE UNIVERSITY OF CHICAGO  
 DIVISION OF THE PHYSICAL SCIENCES  
 DEPARTMENT OF CHEMISTRY

| ANALYSIS OF THE SAMPLE |         |         |         |         |         |
|------------------------|---------|---------|---------|---------|---------|
| DATE                   | ANALYST | ANALYST | ANALYST | ANALYST | ANALYST |
| 1950                   | 1       | 2       | 3       | 4       | 5       |
| 1951                   | 1       | 2       | 3       | 4       | 5       |
| 1952                   | 1       | 2       | 3       | 4       | 5       |
| 1953                   | 1       | 2       | 3       | 4       | 5       |
| 1954                   | 1       | 2       | 3       | 4       | 5       |
| 1955                   | 1       | 2       | 3       | 4       | 5       |
| 1956                   | 1       | 2       | 3       | 4       | 5       |
| 1957                   | 1       | 2       | 3       | 4       | 5       |
| 1958                   | 1       | 2       | 3       | 4       | 5       |
| 1959                   | 1       | 2       | 3       | 4       | 5       |
| 1960                   | 1       | 2       | 3       | 4       | 5       |
| 1961                   | 1       | 2       | 3       | 4       | 5       |
| 1962                   | 1       | 2       | 3       | 4       | 5       |
| 1963                   | 1       | 2       | 3       | 4       | 5       |
| 1964                   | 1       | 2       | 3       | 4       | 5       |
| 1965                   | 1       | 2       | 3       | 4       | 5       |
| 1966                   | 1       | 2       | 3       | 4       | 5       |
| 1967                   | 1       | 2       | 3       | 4       | 5       |
| 1968                   | 1       | 2       | 3       | 4       | 5       |
| 1969                   | 1       | 2       | 3       | 4       | 5       |
| 1970                   | 1       | 2       | 3       | 4       | 5       |
| 1971                   | 1       | 2       | 3       | 4       | 5       |
| 1972                   | 1       | 2       | 3       | 4       | 5       |
| 1973                   | 1       | 2       | 3       | 4       | 5       |
| 1974                   | 1       | 2       | 3       | 4       | 5       |
| 1975                   | 1       | 2       | 3       | 4       | 5       |
| 1976                   | 1       | 2       | 3       | 4       | 5       |
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| 1979                   | 1       | 2       | 3       | 4       | 5       |
| 1980                   | 1       | 2       | 3       | 4       | 5       |
| 1981                   | 1       | 2       | 3       | 4       | 5       |
| 1982                   | 1       | 2       | 3       | 4       | 5       |
| 1983                   | 1       | 2       | 3       | 4       | 5       |
| 1984                   | 1       | 2       | 3       | 4       | 5       |
| 1985                   | 1       | 2       | 3       | 4       | 5       |
| 1986                   | 1       | 2       | 3       | 4       | 5       |
| 1987                   | 1       | 2       | 3       | 4       | 5       |
| 1988                   | 1       | 2       | 3       | 4       | 5       |
| 1989                   | 1       | 2       | 3       | 4       | 5       |
| 1990                   | 1       | 2       | 3       | 4       | 5       |
| 1991                   | 1       | 2       | 3       | 4       | 5       |
| 1992                   | 1       | 2       | 3       | 4       | 5       |
| 1993                   | 1       | 2       | 3       | 4       | 5       |
| 1994                   | 1       | 2       | 3       | 4       | 5       |
| 1995                   | 1       | 2       | 3       | 4       | 5       |
| 1996                   | 1       | 2       | 3       | 4       | 5       |
| 1997                   | 1       | 2       | 3       | 4       | 5       |
| 1998                   | 1       | 2       | 3       | 4       | 5       |
| 1999                   | 1       | 2       | 3       | 4       | 5       |
| 2000                   | 1       | 2       | 3       | 4       | 5       |

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| 1974                   | 1       | 2       | 3       | 4       | 5       |
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MAY 3-9, 1953

VOLUME 5

NUMBER 18

EDITOR: Jerry Leichter  
ASSOC EDS: David B. Graham  
Alvin Sullum

# Ross Reports

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(3)

CBS - 4:30-6pm; LAST SHOW; Omnibus; from WCBS-TV(NY) to 43 sta & 11 line; Sponsors - Willys-Overland thru Ewell & Thurber, American Machine & Foundry thru Fletcher D. Richards, Remington Rand thru Leeford Advtg, Scott Paper Co thru J. Walter Thompson and Greyhound Corp. thru Beaumont & Hohman; Pkgr - TV-Radio Workshop of the Ford Foundation; Exec Prod - Robert Saudek; Prod - William Spier; Dir - Andrew McCullough; program debuted November 9, 1952, returns in the fall.

DuM - 10-10:30pm; NETWORK CHANGE; What's Your Bid?; from WABD(NY) to 9 sta; Sponsor - Charles Antell, Inc. thru Television Advertising Assoc(Baltimore); Prod-Dir - Frank Bunetta; Writer - Bill Hoffman; John Reed King stars as MC of the audience participation show which offers valuable articles to the highest bidder in the studio audience, with proceeds donated to different charities each week. Program was formerly seen on ABC-TV. Replaces Arthur Murray Party in this time slot.

NBC - 3-3:30pm; LAST SHOW; Victory At Sea; from WNBT(NY) ON FILM to the net; Sustaining; Prod-Writer - Henry Salomon; Coordinator - Robert W. Sarnoff; Musical Score - Richard Rodgers; Conductor - Robert Russell Bennett. The final film in the 26-film series pictures the dropping of the first atomic bomb on Japan, as well as showing the surrender ceremony on the battleship Missouri, with General MacArthur accepting for the Allies and Foreign Minister Shigemitsu signing for Emperor Hirohito and the Japanese government.

NBC - 3:30-4pm; HIGHLIGHT; The Dunninger Show; from WNBT(NY) to the net; Sustaining; Pkgr-Prod-Dir - Frank Telford & Preston Wood; a sailor in a submarine submerged in New York's East River tests the prowess of Dunninger, world-famous "mentalist" on special program; a split screen will be used to permit viewers to watch Dunninger attempt to reveal the sailor's thoughts. John K. M. McCaffery, NBC news commentator, will participate as program host, with comic Orson Bean also appearing.

#### Tue(5)

DuM - 9-9:30pm; NEW FORMAT; Where Was I?; from WABD(NY) to the net; Sustaining; Pkgr - Larry White & Marjory Rosenberg; Prod - Mike Dutton; Dir - Harry Coyle; Ruth Warrick replaces Nancy Guild and Barbara Barondess MacLean replaces Elsa Maxwell as permanent panelists, as program adds feature of a long-distance call, with call's recipient asked to play the game with panel, which includes Samuel Grafton & Bill Cullen. Mogen David Wine was the sponsor.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

## THE HISTORY OF THE UNITED STATES

The history of the United States is a story of a young nation that grew from a small colony of settlers to a powerful world superpower. The story begins with the first European settlers in the early 17th century, who came to the Americas in search of new lands and opportunities. Over the years, the colonies grew and developed, and in 1776, they declared their independence from Great Britain. The American Revolution was a turning point in the nation's history, as it established the United States as a sovereign nation. The new nation faced many challenges, including the War of 1812 and the Civil War, but it emerged stronger and more united than ever before.

The 19th century was a period of rapid growth and expansion for the United States. The country's territory doubled in size through the Louisiana Purchase and the Mexican-American War. The Industrial Revolution brought about significant changes in the way people lived and worked, and the United States became a major industrial power. The Civil War, which lasted from 1861 to 1865, was a defining moment in the nation's history, as it resolved the issue of slavery and preserved the Union. The Reconstruction era that followed was a period of struggle and progress, as the country worked to rebuild and reunite itself.

The 20th century was a time of great change and achievement for the United States. The country emerged as a world superpower after World War II, and it played a leading role in the development of the United Nations and other international organizations. The Cold War was a period of tension and competition between the United States and the Soviet Union, but it also saw the United States lead the way in space exploration and technological innovation. The 1960s and 1970s were years of social and political upheaval, but the United States emerged as a more inclusive and democratic nation.

The 21st century has been a time of rapid technological advancement and global interconnectedness. The United States has led the way in the development of the Internet, space exploration, and other cutting-edge technologies. The country has also faced new challenges, including the September 11 attacks and the global financial crisis. Despite these challenges, the United States remains a powerful and influential nation, and its history continues to shape the world we live in today.

The history of the United States is a story of resilience and achievement. From its humble beginnings as a small colony to its current status as a world superpower, the United States has overcome many challenges and achieved many great things. The story of the United States is a story of hope and possibility, and it is a story that continues to inspire and motivate people around the world.



Wed(6)

NBC - 9-10pm; HIGHLIGHT; Kraft Television Theater - Sixth Anniversary Show; from WNBT(NY) to 43 sta & 6 kine; Sponsor - Kraft Foods Co thru J. Walter Thompson; Prod - Stanley Quinn; Dirs - Stan Quinn & Maury Holland; Script Ed - Ed Rice; Casting Dir - Marion Dougherty; four outstanding performances from the six years of weekly productions include: "Of Famous Memory" by E. B. Ginty, with Nancy Marchand, Leslie Nielson and Mercer McLeod; "January Thaw" by William Roos & Bellamy Partridge, with Vaughn Taylor, Virginia Sale, Valerie Cossart, John Stephen and Warren Parker; "Wuthering Heights", staff-adapted from the Emily Bronte story, with John Baragrey, Louisa Horton, Margaret Wycherly, Alfreda Wallace and Lex Richards; and "My Brother's Keeper" by George Roy Hill, with Rod Steiger, John Connell, James Gregory, Andy Duggan, Harry Townes, Jamie Smith, Peter Fernandez and George Roy Hill.

Thu(7)

NBC - 11:15-11:45pm; HIGHLIGHT; President Eisenhower Address; from WNBT(NY) to the net (by kinescope); President Eisenhower's speech at the fifth annual dinner of the New York State Republican Committee at the Waldorf-Astoria Hotel in New York will also be carried on radio, 10:30-11pm.

Fri(8)

CBS - 3:30-4pm Mon thru Fri; LAST SHOW; Eddie Albert Show; from WCBS-TV(NY) to the net; Sustaining; Prod - Franklin Heller; Dir - James Sheldon; Writer-Jack Woods, Charles Romine, Leslie Lieber; Eddie Albert starred in music & variety show which featured singer Ellen Hanley and the Norman Paris trio; program debuted March 2; Action in the Afternoon, seen from 4-4:30pm, will move to the 3:30pm time slot on Monday, May 11.

DuM - 8:30-9pm; DEBUT; Jimmy Hughes, Rookie Cop; from WABD(NY) to the net; Sustaining; Pkgr-Prod - Stark-Layton Productions; Dir - Barry Shear; William Redfield stars in the title role of this new series which depicts the experiences of a young city policeman, just returned from Korean combat; other program regulars will be Rusty Lane and Wendy Drew, with cast for the first week's show including Ed Peck, Don Hammer, Bernard Kates, Ruth White, Paul Andor, George McCoy and Jim Seven. Replaces Dark of Night.

LAST WEEK'S NETWORK CHANGES

DuM - This Is The Life; NETWORK CHANGE April 27; Mon 8:30-9pm; from WABD(NY) ON FILM to the net; Sustaining; religious program series produced by Family Films, H'wood (see Page 4, this issue) replaces The Johns Hopkins Science Revue which moved to the Wednesday 8-8:30pm time slot; other changes for Wednesday have Stage A Number now seen at 8:30pm, and International Playhouse (films), 9:30-11pm.

NETWORK SPONSOR ACTIVITY

FRIEDMAN-SHELBY DIV. OF INTERNATIONAL SHOE CO (Red Goose Shoes) thru D'Arcy, will sponsor Tom Corbett, Space Cadet on the DuMont TV Network, starting Saturday, August 29, as a weekly half-hour program. Formerly sponsored by Kellogg's thru Leo Burnett on ABC-TV three quarter-hours weekly, the last show was September 26, 1952. Rockhill Productions is the packager. Red Goose Shoes currently sponsors Kids & Company.

SUNBEAM CORP (Electric Shavers & Kitchen Appliances) thru Perrin-Paus(Chi) will sponsor Ethel and Albert (NBC-TV Sat 7:30-8pm) starting May 9 for five weeks, and will return to the show in August, following an eight-week hiatus.



1. The first thing I noticed when I stepped out of the plane was the cold. It was a sharp contrast to the warm, humid air of the tropics. I shivered slightly, pulling my jacket closer. The ground below was a vast, flat expanse of dry earth, stretching out to the horizon under a pale, overcast sky. In the distance, a few small, isolated buildings and a lone figure could be seen, emphasizing the extreme isolation of the location. The silence was profound, broken only by the distant hum of the plane's engines and the occasional rustle of dry leaves underfoot.

2. As I walked further into the desolate landscape, the cold became more pronounced. My breath came out in small, white clouds, and my fingers began to numb. The terrain was uneven, with small mounds of earth and scattered rocks. I noticed a few small, dark patches that might have been remnants of vegetation, but they were sparse and dry. The overall atmosphere was one of stark, unrelenting emptiness.

3. The journey continued, and the sense of isolation grew even more intense. The horizon line remained flat and unbroken, with no signs of life or civilization. I began to feel a sense of unease, wondering about the purpose of this expedition and the fate of the others who had preceded me. The cold was now a constant presence, gnawing at my extremities and making it difficult to focus on anything but the immediate physical discomfort.

4. By the time I reached the small cluster of buildings, the cold had become unbearable. The structures were simple, built from local materials, and appeared to be in a state of disrepair. A few figures were visible near the entrance, but they seemed distant and unresponsive. I hesitated for a moment before stepping forward, the cold air biting at my face. The interior of the buildings was slightly warmer, but the overall environment still felt hostile and unwelcoming.

5. The experience was a mix of physical hardship and psychological strain. The extreme cold was a constant challenge, but the true test came from the isolation and the unknown. I had to rely on my own resources and the limited information I had been given. The journey had been a test of endurance and willpower, and I was beginning to understand the true nature of the mission.

6. The final leg of the journey was the most challenging. The cold was at its peak, and the terrain was even more desolate. I had to push through a series of small, icy patches that made walking difficult. The sense of hopelessness was overwhelming, but I knew I had to keep moving. The distant figures of the others ahead of me provided a small source of motivation, reminding me that I was not alone in this harsh environment.

7. The journey was a testament to human resilience and the power of the human spirit. Despite the extreme conditions, I had managed to survive and reach the destination. The cold, the isolation, and the physical exhaustion were all part of the process. I had learned a great deal about myself and the limits of human endurance. The journey was not just a physical one, but a mental and emotional journey as well.



GENERAL FOODS(Maxwell House Instant Coffee) thru Benton & Bowles, has purchased the Ed Wolf package, Masquerade Party, as summer replacement for the Red Buttons Show (CBS-TV Mon 8:30-9pm), effective June 22 for 13 weeks. The panel show was seen on NBC-TV last summer as alternate week replacement, with Quiz Kids, for the Paul Winchell-Jerry Mahoney Show.

PRUDENTIAL INS. CO. OF AMERICA thru Calkins & Holden, has purchased alternate week sponsorship of You Are There (CBS-TV Sun 6-6:30pm) for next season. Electric Companies of America thru N. W. Ayer, currently sponsors the program on alternate weeks.

PEPSI-COLA thru Biow is considering taking an option on ABC-TV for a half-hour period on Friday nights (8:30-9pm), and is reportedly planning to offer Marlene Dietrich in a weekly dramatic program in the time slot.

ADMIRAL CORP thru Erwin, Wasey will sponsor the telecast of the International Golden Gloves bouts on DuMont, Tuesday, June 16, at 10:30pm, from Chicago.

LOCAL STATION ACTIVITY

- WABC-TV(Ch 7) - Cerebral Palsy Flower Show; HIGHLIGHT May 3; Sun 4:30-5pm; Dir - New York Roger Shope; Maggi McNeillis will be hostess, with others appearing including Bess Myerson; Leonard H. Goldenson, president of AB-PT and Wheelock Bingham, president of R. H. Macy & Co.
- WABD(Ch 5) - Toddlers on Parade; DEBUT May 3; Sun 10-10:30am; Sponsor - Video NY Talent Studios thru Associated Ad Service; Prod - Dick Randall and Bob Lipman; Dir - Bob Eberle; Ruth Taylor MC's children's program which presents youngsters who attend the Talent Studios.
- WATV(Ch 13) - Jersey News Report; DEBUT May 10; Sun 3:30-4pm; Sustaining; Prod - NY Ed Cooperstein; new news program features a review of the week's news in the State of New Jersey; Nat Shoenalter, Director of Publicity at WATV, will appear on the show, together with six New Jersey newspapermen and radio newscasters.
- WOR-TV(Ch 9) - Town Crier Associates--Jersey City; DEBUT April 29; Wed 10:45-11pm; (NY) ON FILM; Sponsor - The Town Crier Assn of Jersey City; program is designed to introduce Jersey City's homes, businesses, transportation facilities and history to prospective citizens and industries.
- WPIX(Ch 11) - A Home for a Child; DEBUT May 3; Sun 12:15-12:30pm; Sustaining; NY Dir - Bob Busch; new series is presented in cooperation with the New York Foundling Hospital, and is under the supervision of Msgr. John E. Reilly, directing head of the institution; the program will emphasize the humanitarian work of the hospital and will also present case histories for adoption or placement in foster homes.
- WLW-T(Ch 4) - Cadle's Tabernacle; DEBUT May 2; Sat 9-9:30am; Dr. James DeWeerd, Cincinnati minister of the tabernacle, will be featured on TV program, a program which has been a long-time radio favorite. Will be seen on all three WLW stations, WLW-C, WLW-D and WLW-T.
- KECA-TV(Ch 7) - New Programming April 27; Mon thru Fri 2:30-4:30pm; 2:30-3, Johnny Hollywood Kirby Calling, starring tenor Kirby and featuring vocalist Phyllis Lynne, with pianist Eddie Truman; 3-3:30, Merle Travis and Company, homespun music program with songstress Judy Hayden; 3:30-4pm, Al Jarvis Journal of TV Talent; 4-4:30pm, Play This, musical quiz with Norman Abbott as MC, with Ronnie Kemper and his Quiz Quartette.



*[Faint, illegible handwritten notes]*

100-443887-100

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 1, 1861. It is a copy of the original letter, and is signed by Abraham Lincoln.

10/10/51

1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1861. It is a copy of the original letter, and is signed by Abraham Lincoln. The letter is addressed to the Senate and House of Representatives, and is dated January 3, 1861. The letter is a copy of the original letter, and is signed by Abraham Lincoln. The letter is addressed to the Senate and House of Representatives, and is dated January 3, 1861.



KTLA(Ch 5) - Draw-It; DEBUT April 28; Tue & Thu 5:30-6pm; Sponsor - Alpha Beta Mar-  
Hollywood kets thru Warren Fehlman Advertising; Frank Webb, assisted by his wife,  
Valerie Landon, stars in new children's program, which includes prizes  
for the best drawings.

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FILM REPORT

WHITE COLLAR GIRL FIRST SERIES TO BE PRODUCED BY ROACH FOR ABC-TV under terms
of new contract signed last week. The long-term agreement calls for the production
of television programs for network sale and subsequent syndication. White Collar
Girl will star Laraine Day, and is scheduled to go into production in mid-May at
Roach's Hollywood studios. Burt Granet will produce. Programming under the ar-
rangements between ABC and Roach, Jr. will cover a broad front of comedy, drama, ro-
mance, mystery and adventure.

SCREEN GEMS SHOWING SPECIAL FILM to advertising agencies which demonstrates new
problems in commercial production created by the new SAG contract. It shows exactly
what can be done in commercials in relation to actors on camera, actors off camera,
etc., for varying costs. Also at Screen Gems, production has started on The Big
Playback, quarter-hour filmed sports show, which has Bill Stern as commentator, and
noted guests appearing weekly. Harry Foster is producer-director, Ben Berenberg
is associate producer and writer, and Ed Lewis of Telenews (Telenews is cooperating
in the production of the series) is production coordinator.

FAMILY FILMS START SHOOTING NEW SERIES of 26 films for the This Is The Life
series. Packaged by the Lutheran Church, Missouri Synod at a reported budget of
half-a-million dollars, the films are currently shooting in Hollywood.

CBS TO SYNDICATE LINKLETTER AND THE KIDS AND AMOS 'N' ANDY for national, region-
al and local use. The Linkletter series will be 39 quarter-hour programs patterned
after the use of small fry as participants on Linkletter's House Party. Amos 'n'
Andy will be released on a market-by-market basis after July 1, 1953. In addition,
CBS Television Film Sales has announced a new dramatic series, currently in prepa-
ration.

NEW SERVICE FOR FILM PRODUCERS, Film-art Service, will supply the industry
with a complete, ready-for-camera animated art service. The non-competitive ser-
vice is located at 1587 Broadway, New York City.

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NEWS DIGEST

NEW YORK AREA NIELSEN RATINGS FOR 4 WEEKS ENDING APRIL 11, based on a cross-  
section of TV Homes, Non-Telephone & Telephone in 21 counties within a 50-mile  
radius of NYC:

| <u>Program</u>                         | <u># of telecasts</u> | <u>% Homes</u> | <u>Homes(000)</u> |
|----------------------------------------|-----------------------|----------------|-------------------|
| I Love Lucy                            | 4                     | 65.6           | 2,230             |
| Talent Scouts                          | 4                     | 46.7           | 1,588             |
| Dragnet                                | 4                     | 43.2           | 1,469             |
| Texaco Star Theater                    | 4                     | 40.9           | 1,391             |
| Godfrey & Friends (Liggett & Myers)    | 4                     | 40.5           | 1,377             |
| Red Buttons                            | 4                     | 40.0           | 1,360             |
| You Bet Your Life                      | 4                     | 38.4           | 1,306             |
| Fireside Theater                       | 4                     | 35.7           | 1,214             |
| Big Story (American Cigar & Cigarette) | 2                     | 34.4           | 1,170             |
| Strike It Rich                         | 4                     | 34.1           | 1,159             |





LOS ANGELES ABC, NBC RADIO-TV PUBLICISTS AFFILIATED WITH NABET, having voted to join the CIO National Assn. of Broadcasting Engineers and Technicians in an election last week at the Los Angeles office of the NLRB. The vote of ABC personnel, which included publicists and sales promotion personnel, was 10 for NABET and no vote for the independent Screen Publicists Guild. At NBC, where the election was confined to publicists, the vote was 9 for NABET and none for SPG. Personnel taking part in the voting were formerly represented by the Publicists Guild, whose contract expired April 30.

ABC EXPERIMENTAL 3-D TELECAST FROM KECA-TV, HOLLYWOOD was seen at a special showing at Los Angeles' Biltmore Hotel, and required the use of polarized light glasses and a specially designed TV receiver. In transmitting the 3-D image, the ABC system employs two pictures. One, representing the left eye of the camera; the other, the right eye. The pictures are transmitted in fleeting sequences, left to right, at the rate of 1/60th of a second each. Only one picture appears at a time on the viewing screen. The ability of the human eye to retain an image for a fraction of a second, fusing it in the brain with the second picture, results in the third-dimensional effect.

NEW NETWORK AFFILIATIONS: To CBS-TV: WMT-TV(Ch 2), Cedar Rapids, Iowa, owned and operated by American Broadcasting Stations, Inc., William B. Quarton, general manager(Sept. 27); KID-TV(Ch 7), Idaho Falls, Idaho, Idaho Radio Corp., C. N. Layne, general manager(June 14); WCIA-TV(Ch 3), Champaign, Ill., Midwest Television, Inc., Merrill Lindsay, general manager(June 1); WDAY-TV(Ch 6), Fargo, N.D., WDAY, Inc., Tom Barnes, general manager(May 15) and KIEM-TV(Ch 3), Eureka, Calif., Redwood Broadcasting Co., W. M. Smullin, vice president(Sept 1).

NEWS BRIEFS: Joel Grey, young comedian-dancer-singer, has been signed to an exclusive long-term contract by ABC. At CBS, screen writer Harry Kurnitz has been signed as the third member of the new Program Development Department, reporting to Hubbell Robinson.

PERSONNEL CHANGES: Robert Sanford, former MCA executive, who recently opened his own management office, has been bought out by Official Films, and has moved to the latter firm as a vice president. Official will take over his clients, as well as the East coast representation of Jaffe Agency clients, formerly handled by Sanford. Jerry Hellman, who was with the Sanford office, has shifted to the Jaffe Agency's Hollywood office.....Richard Lewine, who has been a CBS-TV staff producer for the past 18 months, has been appointed Supervisor of Network Daytime Programs. He will also be active in the creation of new programming for the morning and afternoon hours. At CBS, Lewine has produced "There's One in Every Family," "Celebrity Time" and the "Eddie Condon Show."

Robert Lantz, formerly with the Gale Agency, has opened management offices at 666 Fifth Avenue, New York City. Harriet Kaplan will be an associate in the firm, and will handle writers for television. Miss Kaplan formerly handled playwrights at MCA.....Lt. Cmdr. James F. Bishop, project supervisor of the Naval Photographic Center, Anacostia, has been released from active duty and has joined the Princeton Film Center, Inc., as a producer. Also at PFC, Peter Henning, formerly in charge of The Information Services, US Allied Commission to Austria, has been named Production Control Manager for the organization.....Ralph H. Jones Co., Cincinnati agency, has made five promotions and appointments. They are Kathryn Har- dig, TV director, to radio & TV director; Ann Smith, radio & TV time buyer, to as- sistant radio & TV director; Rita Kennedy, radio traffic, to radio & TV time buyer, and Eula Reggin, TV traffic, to radio & TV time buyer. Jean Friar will be film buyer.....John MacVane, commentator, reporter and specialist in foreign and UN af- fairs, will join the News Staff of the American Broadcasting Company on June 15.



[illegible]



TALENT SHOWSHEET May 4-10, 1953

## TALENT ROSTER

Most of the shows on May 1, 2, 3 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 8. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY MAY 1  
████████████████████████████████████████

|                                            |          |                                                                                                                                                                     |
|--------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)                | CBS 8pm  | <u>T.R. &amp; The Fishing Trip</u> - (O) by Gordon Webber;<br>with regulars & Kevin Coughlin, G. Albert Smith                                                       |
| <u>Dark Of Night</u><br>(Carl Low)         | DuM 8:30 | Marian Russell, Frank Campanella, Peg Hillias,<br>Helen Seamon, Hal Cooper, William Kemp; (SW &<br>SD, LAST SHOW IN SERIES)                                         |
| <u>The Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30 | <u>The Shadow</u> - (O) by Clifford Goldsmith, (A) by<br>Syd Zelinka & Howard Harris; with Roy Fant, Jill<br>Seiferth, Ruthe Elliot, Philip Rodd, Mary Gildea; (SD) |
| <u>Tales Of Tomorrow</u>                   | ABC 9:30 | <u>The Evil Within</u> - (O) by Manya Starr; with<br>Margaret Phillips, Rod Steiger, James Dean; (SD)                                                               |

SATURDAY MAY 2  
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

|                                                                 |           |                                                                                                                    |
|-----------------------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------|
| <u>Rod Brown of the<br/>Rocket Rangers</u><br>(Cliff Robertson) | CBS 11:30 | <u>The Planet of Ice</u> - (O) by Jack Weinstock &<br><u>Willie Gilbert</u> ; with regulars & John Craven;<br>(SD) |
| <u>Stork Club</u><br>(Sherman Billingsley)                      | CBS 7pm   | Eddie Fisher (S), George Montgomery, Conrad<br>Janis                                                               |
| <u>Ethel &amp; Albert</u><br>(Peg Lynch&Alan Bunce)             | NBC 7:30  | Abby Lewis, Edith Gresham, Ed Begley, William<br>Quinn; (SD)                                                       |
| <u>Jackie Gleason</u>                                           | CBS 8pm   | Mary Mayo(S)                                                                                                       |
| <u>This Is Show Business</u><br>(Clifton Fadiman)               | CBS 9pm   | Arlene Francis, guest panelist; performers:<br>Jack Leonard (C), Fran Warren (S), 4 Step Bros.(D)                  |
| Your Show of Shows                                              | NBC 9pm   | Gene Nelson, guest host; Peter Kelley (S)& regs.                                                                   |

SUNDAY MAY 3  
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<u>Frontiers of Faith</u>	NBC 1:30	<u>The King's Hunchback</u> - (O) by Milton Wishengrad; with Joseph Wiseman, Florence Stanley, Joseph DeSantis, Gregory Morton, Daniel Ocko, Felix Deebank, E.A. Krumschmidt; (SD)
<u>Lamp Unto My Feet</u> (Dr. Lyman Bryson)	CBS 3pm	<u>Rebellion</u> - (O) by Palmer Thompson; with Arnold Moss, Miriam Wolfe, Peter Fernandez; (SD)
<u>Hallmk Hall of Fame</u> (Sarah Churchill)	NBC 5pm	<u>No Man Is an Island</u> - (O) by Helene Hanff; with Scott Forbes, Mary Scott, Geoffrey Lumb, Larry Cregar, Hal Thompson, Horace Braham, Naomi Campbell; (SD)

SONDAI MAY 5 (CONT. 4)

<u>You Are There</u> (Walter Cronkite)	CBS 6pm	<u>The Death of Socrates</u> - (O) by Kate Nickerson; with Barry Jones, Jo Van Fleet, Joseph Anthony, E.G. Marshall, Paul Newman, Dan Morgan, Robert Culp, Philip Bourneuf, James Gregory, Richard Kiley, John Baragrey; (SD)
<u>Red Skelton</u>	NBC 7pm	<u>The Four Knights</u> (S) (FROM HOLLYWOOD)
<u>Plymouth Playhouse</u> (Panorama Chapter)	ABC 7:30	<u>A Tale of Two Cities</u> - (O) by Charles Dickens, (A) by John Vlahos; with Wendell Corey, Wanda Hendrix, Judith Evelyn, Carleton Young, Esther Dale, Murray Matheson; Dir by Richard Darley; Music by Dimitri Tiomkin conducted by Rex Koury; Prod by Cecil Barker in assoc. with Robert Banker for ABC-TV (1st OF 2 PARTS, FROM HOLLYWOOD)
<u>Mr. Peepers</u> (Wally Cox)	NBC 7:30	regulars & Parker Fennelly, Katherine Squires, Gage Clarke, Norma Jane Marlowe; (SW & SD)
<u>Colgate Comedy Hour</u> (Martin & Lewis)	NBC 8pm	Mary McCarty (S), Sheldon Leonard, Benny Rubin (C) (FROM HOLLYWOOD)
<u>Toast of the Town</u> (Ed Sullivan)	CBS 8pm	Joe Louis (D), film clip from <u>Titanic</u> with Barbara Stanwyck, Clifton Webb; Joe Termini (M), Diesso Tatta Act (jugglers), Nicky Re David (paddle ball); <u>The First Smile</u> - (O) by A.J. Russell, with Mercedes McCambridge, Susan Halloran
<u>Philco TV Playhouse</u>	NBC 9pm	<u>The Accident</u> - (O) by Paul Peters; with Maureen Stapleton, Jeffrey Lynn, Clifford Tatum, Lee Graham, Angela Adamides, Joe DeSantis, Helen Ray, Peter Hobbs; (SD) by Vincent Donehue
<u>Rocky King, Detective</u> (Roscoe Karns & Earl Hammond)	DuM 9pm	<u>The Trunk</u> - (O) by Richard Lortz; with Berel Firestone, Allen Derrick, Ed Peck, Metro Welles, Allen Nourse; (SD)
<u>Time To Smile</u> (Murray)	CBS 9:30	Buster Keaton, Eddie Gribbon (both C) (H'WOOD)
<u>The Web</u>	CBS 10pm	<u>Somewhere In Korea</u> - (O) by Nelson Gidding; with John Connell, Richard Casey, Jamie Smith, Felix Deebank, Richard Webb, Jim Boles, Jack Ragotzy
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WNBT 10:30	<u>The World Beyond</u> (from <u>The Window</u>) - (O) by Harry Kronman, (A)-(SW); with Billy Halop, Clark Howat, Peter Leeds, Myra McKinney, Herbert Lytton(FILM)

MONDAY MAY 4
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|                                                 |          |                                                                                                                                                                                                           |
|-------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Hollywood Screen Test</u><br>(Neil Hamilton) | ABC 7:30 | <u>For The Love of Mike</u> - with Roddy McDowall,<br>Tanagra Markham, Royal Beal, Harry Clark(SW&SD)                                                                                                     |
| <u>Paul Winchell</u><br>& <u>Jerry Mahoney</u>  | NBC 8pm  | regulars & Jack Klugman, Rex O'Malley, Malcolm<br>Keen                                                                                                                                                    |
| <u>Voice of Firestone</u>                       | NBC 8:30 | Eugene Conley (S)                                                                                                                                                                                         |
| <u>Eye Witness</u>                              | NBC 9pm  | <u>The Righteous</u> - (O) by Robert Skutch; with<br>Henry Jones, Barbara Joyce, Rusty Lane, Bart<br>Burns, John McLiam, Don Knotts, William Martel; (SD)                                                 |
| <u>Red Buttons</u>                              | CBS 9:30 | (SW) by Larry Gelbart, Hal Collins & new writ-<br>ers Woodie Kling, Buddy Arnold; with Sarah<br>Vaughan (S), Ralph Stantley, Gaby Rodgers, Curtis Cooksey,<br>Gloria McGhee, Tom Mahoney, Don DeLeo; (SD) |

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MONDAY MAY 4 (Cont'd)  
~~mondaymay4contd~~

Robert Montgomery NBC 9:30 Linda - (O) by Jerome Ross; with Maria Riva, John Newland, Harry Ellerbe, Natalie Schafer, Carl Frank, Ray Barrett, Kay Strozzi, Grant Gordon, Margaretta Warwick, Jordie McLean, Bernard Nedell, Philip Foster, Donald McClelland, Norman Barrs, Tom Gorman, Diane Deering; (SD) by Norman Felton

Studio One CBS 10pm Birthright - (O) by Claude Houghton, (A) by Emerson Crocker; with Jackie Cooper, Patricia Benoit, Everett Sloane, Estelle Winwood, Nana Bryant, Frederic Worlock, Francis Compton, James Westerfield, John McGovern, Wyatt Cooper, Marie Stacy, Frank Hamilton, Gwilym Williams, Emily Cobb, William Smillie, Edward Moore; (SD) by Nickell

TUESDAY MAY 5  
~~tuesdaymay5~~

Texaco Star Theater NBC 8pm Ezio Pinza (S), DeMarco Sisters(S), Arnold Stang

Fireside Theater NBC 9pm The Hitchhiker - (O) by Jack Natteford & Spencer Raymond, (A) by Catherine Burney; with Jimmy Hunt, Marjorie Lord, George Wallace, Clark Howatt, Kathy Mason, Art Ballinger, Eddie Baker, Robert Malcolm; (SD, FILM)

City Hospital CBS 9pm One for Two - with Helen Shields, Dick York, Karl Weber, Owen Jordan, Maurice Gosfield(SW&SD)

Armstrong o Theatre NBC 9:30 Sunday Storm - (O) by Robert Noah; with Mary Fickett, Edward Bryce, Russell Hicks, Jack Arthur, Louis Beachner, Doreen Lang, Maurice Wells; (SD)

Suspense CBS 9:30 The Suitor - (O) by Edmund Morris; with Mildred Natwick, Edgar Stehli, Robert Lieb, James Winslow, Wendell K. Phillips; (SD)

Danger CBS 10pm Last Stop Before Albany - (O) by Paul Monash; with Constance Ford, James Gregory, James Broderick, John Marriott, Bruce Gordon, Charles Jordan; (SD)

WEDNESDAY MAY 6  
~~wednesdaymay6~~

A Date With Judy ABC 7:30 regulars & Katherine Meskill, William A. Lee, (Mary Linn Beller) Merrill E. Joels; (SW & SD)

Arthur Godfrey & Frnds CBS 8pm Jackie Gleason substitutes for Godfrey as M.C.

Scott Music Hall NBC 8:30 Stan Kenton (M), Jimmy Boyd (S), Mills Bros.(S)

Man Against Crime CBS 9:30 The Coconut's Eye - (O) by William L. Stuart; (Ralph Bellamy) with Raoul DeLeon, Jim Boles, Robert Harris, Joe Foley, Robert Ludlum, Athena Lord, Wendell K. Phillips, Lawrence Berry, Craddock Munro; (SD, FILM)

Douglas Fairbanks WNBT 10:30 My Name Is Jones - postponed from last week. See credit listing in Vol. 5, No. 17, P.8. (Last wk's show: The Outpost - (O) by Joel Murcott; with Hugh Burden, Hugh Griffith, Derek Elphinstone, Paul Bahadur, Aurich Lerand(FILM))

THURSDAY MAY 7  
~~thursdaymay7~~

T Men In Action NBC 8:30 The Case of the Rolling Stone - (O) by Robert (Walter Greaza) Sloane; with John O'Eare, Oliver Thorndike, Gaby Rodgers, Wesley Addy, Naomi Reardon, Haskell Coffin, Army Freeman

1. The first of these is the fact that the...  
2. The second is the fact that the...  
3. The third is the fact that the...

2-15-51

4. The fourth is the fact that the...  
5. The fifth is the fact that the...  
6. The sixth is the fact that the...

SECRET

7. The seventh is the fact that the...

SECRET

8. The eighth is the fact that the...  
9. The ninth is the fact that the...  
10. The tenth is the fact that the...

SECRET

11. The eleventh is the fact that the...  
12. The twelfth is the fact that the...

SECRET

13. The thirteenth is the fact that the...  
14. The fourteenth is the fact that the...

SECRET

15. The fifteenth is the fact that the...  
16. The sixteenth is the fact that the...

SECRET

17. The seventeenth is the fact that the...  
18. The eighteenth is the fact that the...

SECRET

SECRET

19. The nineteenth is the fact that the...  
20. The twentieth is the fact that the...

SECRET

21. The twenty-first is the fact that the...  
22. The twenty-second is the fact that the...

SECRET

23. The twenty-third is the fact that the...  
24. The twenty-fourth is the fact that the...  
25. The twenty-fifth is the fact that the...

SECRET

26. The twenty-sixth is the fact that the...  
27. The twenty-seventh is the fact that the...  
28. The twenty-eighth is the fact that the...

SECRET

SECRET

29. The twenty-ninth is the fact that the...  
30. The thirtieth is the fact that the...

SECRET



THURSDAY MAY 7 (Cont'd)  
~~THURSDAY MAY 7 (Cont'd)~~

|                                          |            |                                                                                                                                                                                                                                                                             |
|------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lux Video Theatre</u>                 | CBS 9pm    | <u>Listen He's Proposing</u> - (O) by Patricia Joudry; with Phyllis Kirk, Tom Drake, Nydia Westman, Eda Heinemann, Maida Reade, Maude Shearer, Adnia Rice, Ann Shoemaker, Milton Parsons, David Winters, Sherry Jackson, Harry Sheppard James Sparks; (SD) by Richard Goode |
| <u>Ford Theatre</u>                      | NBC 9:30   | <u>The Lady and the Champ</u> - with Preston Foster, Virginia Grey, Tom Tully, Glen Roberts, Carleton Young, Robert Foulk; (SD, FILM)                                                                                                                                       |
| <u>Big Town</u><br>(McVey & Nigh)        | CBS 9:30   | regulars & Frank Gerstle, Linda Johnson, Louis Jean Heydt, Hugh Beaumont, Darla Lee Ridgeway (SW & SD, FILM)                                                                                                                                                                |
| <u>Foreign Intrigue</u><br>(Jerome Thor) | WNBT 10:30 | <u>F I In The Bell Tower</u> - (O) by George & Gertrude Fass; with Henrik Schuldt, Georg Lokkenberg, Huns Sundberg; (SD) by Marcel Cravenne (FILM)                                                                                                                          |

FRIDAY MAY 8  
~~FRIDAY MAY 8~~

|                                         |          |                                                                                                                                                                                           |
|-----------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Schlitz Playhouse</u>                | CBS 9pm  | <u>The Copper Ring</u> - (O) by A. Nisseman; with Charles Bickford, Katharine Warren, Dani Sue Nolan, Colin Campbell, Ann Loos, Gil Herman; (SD) by Kellino (FILM)                        |
| <u>The Big Story</u><br>(Robert Sloane) | NBC 9pm  | <u>Null Adams, Press-Scimitar, Memphis, Tenn.</u> - (O) by Alvin Boretz; with James Vickery, Robert Middleton, James Bender, Frank Thomas, Leonard Bell, Sara Floyd, Louise Buckley; (SD) |
| <u>Tales of Tomorrow</u>                | ABC 9:30 | <u>The Vault</u> - (O) by David Karp; with Dorothy Peterson, Cameron Prud'homme, Helen Auerbach, Liam Sullivan; (SD)                                                                      |

MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY MAY 1 THROUGH FRIDAY MAY 8  
~~MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY MAY 1 THROUGH FRIDAY MAY 8~~

|                                    |             |                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Arthur Godfrey</u>              | CBS 10am    | M thru Thu-Robert Q. Lewis substitutes for Godfrey as MC                                                                                                                                                                                                                                                                                                                                                                     |
| <u>Garry Moore</u>                 | CBS 1:30    | Thu - George Gobel (C)                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Kate Smith</u>                  | NBC 4pm     | M - Danny Sutton (S), The Kateds, The Katydids, The Story Princess, Seymour Bernstein; Tu - Francois & Giselle Szony (D); W - Dorothy Daye & fashions, Jimmy McHugh (composer), Eve Marley & Beverly Richards (S), Kathryn Lee & Marc Platt (D); Thu - Andre Eglevsky & Melissa Hayden (D); F - Robert Shackleton & Evelyn Ward (S), <u>Ready for Marriage</u> - (O) by Arthur Stander, with Ernest Truex, Margaret Hamilton |
| <u>Captain Video</u><br>(Al Hodge) | DuM 7pm     | (O) by Walter Miller, Jr.; with regulars & Chester Stratton, Peter Capell, John Raby, Malcolm Beggs; (SD) (M thru F)                                                                                                                                                                                                                                                                                                         |
| <u>One Man's Story</u>             | WABD 6:30pm | M thru F - <u>Moby Dick</u> - (O) by Herman Melville, (A) by Douglas Crawford; with Stephen Elliot; (SD)                                                                                                                                                                                                                                                                                                                     |
| <u>Broadway TV Theatre</u>         | WOR 7:30    | M thru Sun - <u>Interference</u> - (O) by Roland Pertwee & Harold Dearden; with Conrad Nagel, Claire Luce, Scott McKay, Anne Burr, Byron Russell, Herbert Evers, Calvin Thomas, David Durston; Dir by Robert St. Aubrey                                                                                                                                                                                                      |

[illegible]

2000

(1) The following information was obtained from the Bureau of Census, Department of Commerce, Office of Economic Research, Division of International Trade Statistics, Office of Statistical Analysis, Washington, D.C., dated 10/1/68:

1. The first of these is the fact that the Commission has not yet received any information from the Government of the Republic of China (Taiwan) regarding the activities of the Chinese Communist Party in the United States.



MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 1 THROUGH FRIDAY MAY 8 (Cont'd)

|                                                  |            |                                                                                                                 |
|--------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------|
| <u>Coke Time with</u><br><u>Eddie Fisher</u>     | NBC 7:30   | W - Joni James & Gordon MacRae (both S); F - MacRae substitutes for Fisher until May 27                         |
| <u>Talk of the Town</u><br><u>(Jimmy Blaine)</u> | WABC 11pm  | M thru F - Bud & Cece Robinson (D), Thelma Carpenter (S) & regulars                                             |
| <u>Inside Times Square</u>                       | WOR 11pm   | M thru F - Tony Bavaar replaces Ray Heatherton as singing MC; add Laura Leeds as regular (S)                    |
| <u>Mono-Drama Theatre</u>                        | WABD 11:15 | M thru F - <u>The Man In The Iron Mask</u> - (O) by Alexandre Dumas, (A) by Jay Bennett, with John Craven; (SD) |

SATURDAY MAY 9  
~~~~~

<u>This Is Show Business</u> <u>(Clifton Fadiman)</u>	CBS 9pm	Nancy Chaffee (tennis), guest panelist; Anna Marie Alberghetti (S), Dominique (magician), Hal LeRoy (D), guest performers
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SUNDAY MAY 10
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|                                                     |          |                                                                                                                                                                                                                              |
|-----------------------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Toast of the Town</u><br><u>(Ed Sullivan)</u>    | CBS 8pm  | Dorothy Lamour (S) & Hawaiian instrumental group; The Goofers (novelty), Byron Nelson (golf), Warren, LaTonia & Sparks (acro)                                                                                                |
| <u>Colgate Comedy Hour</u><br><u>(Eddie Cantor)</u> | NBC 8pm  | Hari Kari (FROM HOLLYWOOD)                                                                                                                                                                                                   |
| <u>Goodyear TV Playhouse</u>                        | NBC 9pm  | <u>A Little Something In Reserve</u> - (O) by Harry Muheim; with Tony Randall, Geoffrey Lumb, Kendall Clark, Barbara Bolton, Bartlett Robinson, Maxine Stuart, Robert Courtleigh, Jerry Rockwood, Jerome Kilty; (SD) by Mann |
| <u>The Doctor</u><br><u>(Warner Anderson)</u>       | NBC 10pm | <u>Desk Job</u> - (O) by James A. Kirch, (A) by Henry Misrock; with Howard St. John, James Broderick, John McGovern, Joseph Maross, Edward Erskine, Jack Weston, James Bender, Jan Leighton (FILM)                           |

TALENT AVAILABILITIES  
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NEW YORK

<u>JEAN CARSON</u> - featured in <u>Men of Distinction</u> - AGT: Gloria Safier, MU 8-3950	<u>GYPSY MARKOFF</u> - accordionist - AGT: Lew & Leslie Grade, JU 6-4190
<u>AUDREY CHRISTIE</u> - stage & screen comedienne - AGT: Gloria Safier	<u>JEFF MORROW</u> - returned from filming <u>The Robe</u> - CONTACT: Martin Michel CO 5-3320
<u>VERA FRANCIS</u> - negro actress featured in <u>The President's Lady</u> - CONTACT: Martin Michel, 20th Century-Fox, CO 5-3320	<u>ROSEMARY RICE</u> - Katrin of <u>Mama</u> - AGT: George Morris, MU 8-0960
<u>ANN HATHAWAY</u> - singer - AGT: Charles Conaway, PL 1-3470	<u>NORMAN LLOYD</u> - last credit--the Mr. Lincoln film series on <u>Omnibus</u> - AGT: MCA, PL 9-7500
<u>BERT LYTELL</u> - Mr. Barbour of <u>One Man's Family</u> (TV)-AGT: Garon-Brooke&Schultz, PL 3-7815	<u>LEONARD VALENTA</u> - last credits: <u>Charlie Wild</u> , Pvt. Det. - MO 2-0803

TV DIRECTORS

1. Subject: [illegible]
2. Date: [illegible]
3. Reference: [illegible]
4. Summary: [illegible]
5. Remarks: [illegible]

6. Conclusion: [illegible]
7. Recommendations: [illegible]
8. Signature: [illegible]
9. Title: [illegible]
10. Organization: [illegible]

11. Enclosures: [illegible]
12. Distribution: [illegible]
13. Comments: [illegible]
14. Approval: [illegible]
15. Date: [illegible]

ADMINISTRATIVE

NOTES

1. Subject: [illegible]
2. Date: [illegible]
3. Reference: [illegible]
4. Summary: [illegible]
5. Remarks: [illegible]
6. Conclusion: [illegible]
7. Recommendations: [illegible]
8. Signature: [illegible]
9. Title: [illegible]
10. Organization: [illegible]
11. Enclosures: [illegible]
12. Distribution: [illegible]
13. Comments: [illegible]
14. Approval: [illegible]
15. Date: [illegible]

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: May 3-9									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1	1*	8	4½	1	--	11	9
12 noon)	Film	½	¼	--	--	--	--	--	--
12 noon-)	Live	2½	1	19	10½	6 ¾	6 ¾	13¼	5 ¾
6:00 pm)	Film	--	--	--	--	--	--	1½	½
6:00 pm)	Live	9	6 ¾*	17½	3½	12 ¾	4 ¾	17 ¾	2
time off)	Film	2 ¾	5¼	6	--	3	½	5¼	--
TOTALS)	LIVE	12½	8 ¾*	44½	18½	20½	11½	42	16 ¾
	FILM	3¼	5½	6	--	3	½	6 ¾	½

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of May 3-9

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	95 ¾	27	31 ¾	1¼	26
New York City	WCBS (C)	112 ¾	69	10¼	1¼	21¼
New York City	WABD (D)	92¼	35½	18¼	3	29½
New York City	WNBT (N)	120¼	58	28½	2½	19 ¾
New York City	WOR (I)	83 ¾	--	44¼	¾	28 ¾

KEY: A - American Broadcasting Co.; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

MAY 10-16, 1953

VOLUME 5

NUMBER 19

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(10)

CBS - 5-6pm; DEBUT; Adventure; from WCBS-TV(NY) to the net; Sustaining; Presented in cooperation with the American Museum of Natural History and the American Museum-Hayden Planetarium; Prod - Perry Wolff; Assoc Prod - Samuel Goldwyn, Jr.; Dir - Allen Reisner; Charles Collingwood will be anchor man for the program, imparting an atmosphere of news reporting to each story, and will go along with the scientist each week, and set the pattern for the program. Originating from the museum's exhibition halls and from the network studios, the educational series combines knowledge and adventure with the help of specialists in various scientific fields. New schedule, effective this date, has Man of the Week, 3:30-4pm; Lamp Unto My Feet, 4-4:30pm & State of the Nation, 4:30-5pm.

Wed(13)

DuM - 7:30-8pm; NEW TIME; What's the Story?; from WABD(NY) to 2 sta; Sponsor - Allen B. DuMont Labs; Prod-Dir - David Lowe; Walter Kiernan moderates panel show with outstanding members of the working press. Harriet Van Horne, radio-TV critic of the N.Y. World Telegram & Sun, is a permanent panelist. Program was formerly seen Thursday 9:30-10pm; new Thursday schedule has Treasure Hunt at 9pm, Author Meets Critics at 9:30pm & The Big Idea (formerly seen Monday 9-9:30pm), at 10pm.

LAST WEEK'S NETWORK CHANGES

DuM - Happy's Party; LAST SHOW May 2; Sat 11-11:30am; from WDTV(Pittsburgh) to 4 sta; Sponsor - Florida Citrus Commission thru J. Walter Thompson; Prod - Tom Maher; Dir - Victor Skaggs; Writer & Stager - Bill Putch; children's program debuted on network September 6, had formerly been seen in Pittsburgh as local show.

Kids and Company; LAST SHOW May 2; Sat 11:30am-12n; from WABD(NY) to 7 sta; Sponsor - International Shoe(Red Goose Shoes) thru D'Arcy; Pkgr-Prod - Wyatt & Schuebel; Dir - Pat Fay; Johnny Olsen was MC of kid variety show; Sponsor picks up Tom Corbett, Space Cadet for alternate week sponsorship starting August 29 in same time slot.

NETWORK SPONSOR ACTIVITY

ADMIRAL CORPORATION thru Erwin, Wassy, has renewed the Bishop Fulton J. Sheen program, Life is Worth Living (DuM Tue 8-8:30pm) for next season. Program goes off for summer following telecast of May 12.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

NETWORK SPONSOR ACTIVITY(Cont'd)

PUREX thru Foote, Cone & Belding, has purchased the last 15-minute segment open on the Garry Moore Show (CBS-TV Mon thru Fri 1:30-2pm).

S.A. SCHONBRUNN has moved its Medaglia d'Oro Coffee account from the Lawrence Gumbinner Agency to Kieseletter, Baker, Hagedorn & Smith, Inc., NY. Gumbinner retains Schonbrunn's Savarin account. Demi-Tasse Tales, sponsored by Medaglia D'Oro on WCBS-TV on alt.Tuesdays 10:30-11pm, is contracted for thru December, 1953.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Television Newspaper; DEBUT May 11; Mon thru Fri 5:30-5:45pm & New York 12midnight-12:15am; Sponsor - Ludwig Baumann & Spear's thru The Getschal Company; Prod - Budd Getschal, in assn. with ABC Television News Dept; Dir - Roger Shope & Ray Abel (alternate on 5:30pm edition) & Babette Henry & William Dodson (alternate on the 12midnight show); Ken Roberts will be the newscaster, with such features as front page, feature stories, business news, letters to the editor, sports, interviews; program will utilize resources of the ABC-TV New York News Bureau, Telenews film clips, UP still photos wire service, etc.

The 7:15 News Final; DEBUT May 11; Mon thru Fri 7:15-7:30pm; Sponsor - Levy Bread (Mon, Wed, Fri) thru Doyle Dane Bernbach; Prod - ABC Television News Dept; Dir - Paul Burggraf; Taylor Grant will be newscaster on up-to-the minute news program, occasionally interviewing people in the headlines.

China Smith; DEBUT May 13; Wed 8:30-9pm; ON FILM; Sponsor - D. A. Schulte, Inc. thru Jos. Katz; Pkgr - Bernard Prockter; Prod - Bernard Tabakin; Dir - Arthur Pierson; Writer - Robert C. Dennis; Dan Duryea stars in title role, with Douglas Dumbrille appearing regularly as a police inspector; programs are complete in themselves, and all are set in the Orient.

WABD(Ch 5) - The Roy Doty Show; DEBUT May 3; Sun 10:30-11am; Sustaining; Roy NY Doty stars as "on camera" illustrator of stories told him by a group of youngsters in the studio.

Jungle Macabre; STATION CHANGE May 8; Fri 7:30-7:45pm; ON FILM; Sponsor - Miracle Adhesive Corp thru Cayton Advertising; Prod - Radio & Television Packers, Inc; Dir-Writer - Fred Ladd; documentations of animal life in the animals' natural habitat, the films were edited under the technical supervision of Richard I. Garton, of the American Museum of Natural History; program debuted on WPIX(NY) on April 6, and was seen on Mondays & Wednesdays, 11-11:15pm.

Baseball Hall of Fame; DEBUT May 14; Thu 7:30-7:45pm; Sponsor - White Rock Corp thru Ellington & Co; sports columnist and commentator Jimmy Powers stars on program which presents filmed episodes of great moments in baseball, while featuring "live" interviews with top personalities. Replaces Front Page Detective.

Schedule Changes: House Detective now seen Saturdays 11:30am, in addition to Sunday, 9:30am; Feature Theatre now seen Sat 2:30pm, changing places with Let's Go Bowling, to be seen at 8:30pm.

On the 10th day of June, 1934, the undersigned was present at the trial of the case of People v. [Name], at the Court of Sessions, New York City.

The case was heard by Judge [Name], and the jury returned a verdict of guilty on the 11th day of June, 1934. The sentence was pronounced on the 12th day of June, 1934, and was a term of imprisonment of [Number] years.

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LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV(Ch 2) - Camera Three; DEBUT May 16; Sat 2-2:45pm; Sustaining; Prod - Robert
New York Herridge; Dir - Jon Fogel; James Macandrew, Director of Broadcasting
for the Board of Education of the City of New York, will moderate
new series of educational programs designed to make audiences aware
of the world around them. Dr. Ward C. Bowen, Chief of the Bureau of
Audio and Visual Aids and Director of Visual Education of the State
Education Department, will be advisory consultant, and act as liaison
between the State Education Department and WCBS-TV.
- WNBT(Ch 4) - Life in New York; DEBUT May 10; Sun 3-3:30pm; Presented by WNBT in
NY cooperation with Life Magazine; Prod - Steve Krantz; Dir - Dwight
Hemion; Writer - Bob Condon; Research - Nancy Levering and Jane
Bartels of Life Magazine; Tex McCrary and Ben Grauer will handle
the reporting and narration for new 13 week series about the New
York local scene, covering every phase of New York life, with no
holds barred and no punches pulled. Premiere show will have as
guests, Mayor Impellitteri, Rev. James Robinson and John Golden.
- WOR-TV(Ch 9) - Old Home Night; HIGHLIGHT May 11; Mon 10-10:30pm; Sponsor - Progress
NY with Freedom Party of Jersey City; second of two special political
programs honoring Mayor John V. Kenny of Jersey City features a
special "block party" and originates from the city's "Second Ward."
- WNAC-TV(Ch 7) - Massachusetts Committee of Catholics, Protestants and Jews; HIGH-
Boston LIGHT May 7; Thu 9-10pm; Sustaining; 16th annual dinner of the Com-
mittee highlights the awarding of citations for outstanding brother-
hood to H. J. Heinz, II, president of the Community Federations of
America; Martin P. Durkin, Secretary of Labor; General James A. Van
Fleet and Mrs. Anna M. Rosenberg, former Assistant Secretary of
Defense.
- WGN-TV(Ch 9) - Meet Your Congress; DEBUT May 3; Sun 9:30-10pm; ON FILM; Pkgr-Prod -
Chicago Blair Moody; filmed in Washington by the former Michigan Senator,
the program features members of the U.S. Senate and House of Repre-
sentatives in debates on leading political issues.
- Boston Blackie; RETURN May 7; Thu 9:30-10pm; Sustaining; Pkgr-Film
Prod - Ziv TV; Kent Taylor stars in title role, supported by Lois
Collier, Frank Orth and others.
- Miller at Midnight; DEBUT May 8; Fri 11:45pm-1:30am; Sponsor - DeMet
Pontiac; disk jockey Howard Miller stars in weekly show consisting
of interviews with celebrities from the recording world.
- WLW-TV(Ch 4) - Serenade; DEBUT May 4; Mon & Fri 6-6:15pm; Sustaining; Marian
Cincinnati Spelman and Rom Desmond will co-star in musical series.
- KECA-TV(Ch 7) - Caught in the Act; DEBUT May 3; Sun 7-7:30pm; Sponsor - Flash TV
Hollywood Stores; Prod - Harvey Lembeck; Writers - Lembeck, Jack Kosslyn &
Martin Rich; Glenn Langan moderates new panel quiz show, with Adele
Jergens and Harvey Lembeck as permanent panelists; format involves
key scenes from literature and history, dramatized by a group of
four actors - Jaclynne Greene, Jack Kosslyn, Harry Landers and
Mercedes Shirley, ad libbing the dialogue. The William Morris Agency
is the packager and The Tullis Company represented the sponsor.
Dir - Arthur Rue Thompson.

LOCAL STATION ACTIVITY(Cont'd)

KTTV(Ch 11) - Crown Theatre; DEBUT May 5; Tue 8-8:30pm; ON FILM; Sponsor - Chevrolet Dealers of Southern Calif thru Campbell-Ewald; Exec Prod - Basil Grillo; Prod - Bernard Girard & Richard Dorso; Asst Prod - Arthur Plantadosi, Jr; Dir of Photography - Lucien Andriot; Editorial Superv - Art Seid; General Manager - Harve Foster; Gloria Swanson as hostess and sometimes star of dramatic programs; replaces Abbott & Costello.

International Interviews; DEBUT May 6; Wed 10-10:15pm; Elsa Carrow is hostess of new program which features one international guest each week. Dr. Mario Ungaro, Consul General of Italy, is first guest.

KGO-TV(Ch 7) - Cottonseed Clark; DEBUT May 10; Sun 3:30-3:45pm; Sponsor - McCormack & Co thru John B. Parsons; Dir - Tom Weatherwax; western disc jockey Cottonseed Clark, spins out his poems and tales of friendly philosophy.

FILM REPORT

CHARLES WICK ACQUIRES U.S. RIGHTS TO ENGLISH SERIES, Fabian of Scotland Yard, currently being produced by Anthony Beauchamp. Thirty-nine half-hour films are planned, 13 of which have already been completed, with Bruce Seton portraying Robert Fabian, retired superintendent of the British bureau. The films are being shot so that they can also be used for theatrical showings. Hilton Craig is one of several directors working on the program.

AMOS 'N' ANDY SALES REACH HALF-MILLION IN ONE DAY, following CBS-TV's announcement on the floor of the NARTB Convention last week that the series was available for syndication. The first release date is July 1, with stations in New York, Chicago, Houston, Los Angeles, Lubbock, Amarillo and Phoenix among those who purchased the comedy series.

BUCK ROGERS TO BE TELEVISION FILM SERIES, with organization formed in Hollywood by Bert D'Armand, president and executive producer; Robert S. Howard, first vice president and associate producer; Louis J. Meunier, second vice president and Max Gilford, secretary-treasurer and general counsel. Firm name is Buck Rogers TV Productions, Inc., and the group will also function as Buck Rogers Theatrical Productions and Buck Rogers Merchandising Corp. The firm plans immediate production on 26 half-hour films, to be shot at the Hal Roach Studios.

NEWS BRIEFS: George F. Foley, TV packager, has contracted with Jack Bar, French motion picture producer, and will film the NY sequences of "Public Enemy No. 1", Bar theatrical film starring Fernandel.....Telenews Stock Footage Library now consists of over six million feet on almost every conceivable subject, with new price list, effective May 1, 1953, based on 35mm footage. There is a minimum order charge of \$20, and royalty rates apply to one production only.....Victory at Sea, NBC-TV film series produced and written by Henry Salomon, Jr., has been sold in 14 markets in the two weeks since its availability was announced.....S-G Pictures, NY, is currently shooting thirteen films in an untitled series, using newsreel camera equipment to establish a realistic, "on-the-spot" effect. The dramatic films are being produced in NY, with series written by Edward K. Miller. Executive producer is Kenneth Langley, William A. H. Stafford is producer-director. Offices are located at 165 West 72nd St., New York.

NEWS DIGEST

CROSBY ENTERPRISES EXPECTS ELECTRONIC TAPE TO BE READY NEXT JANUARY. John T. Mullin, chief engineer of the Electronics Division of Bing Crosby Enterprises, said last week that Video Recording Tape, the electronic sight-and-sound recording method under development, will be in production by the first of the year.

INTERNAL SECURITY - RACIAL MATTERS

1. Internal Security - Racial Matters - This category includes all activities, organizations, and individuals who are engaged in or who advocate the promotion of racial hatred, discrimination, or the establishment of a racialist government. This includes the activities of the Ku Klux Klan, the Citizens' Council, and the National Citizens' Council.

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NIELSEN RATINGS FOR 2 WEEKS ENDING APRIL 11 -

	<u>Homes(000)</u>		<u>\$% Homes</u>
I Love Lucy	14,914	I Love Lucy	67.0
Colgate Comedy Hour	11,552	Texaco Star Theater	55.3
Godfrey&Friends(Liggett&Myers)	10,866	Talent Scout	53.1
Texaco Star Theater	10,524	Godfrey&Friends(Liggett&Myers)	52.2
Television Playhouse(Goodyear)	9,932	Colgate Comedy Hour	52.1
Dragnet	9,876	Dragnet	48.4
You Bet Your Life	9,688	Television Playhouse(Goodyear)	47.3
Pabst Blue Ribbon Bouts	9,608	Godfrey&Friends(Pillsbury)	45.1
Fireside Theater	9,370	Pabst Blue Ribbon Bouts	44.4
Godfrey&Friends(Toni-Gillette)	9,334	You Bet Your Life	43.7

ARB RATINGS FOR WEEK OF MARCH 27 - APRIL 2 -

I Love Lucy	14,860	I Love Lucy	64.9
You Bet Your Life	12,270	Talent Scouts	54.0
Godfrey & Friends	11,360	You Bet Your Life	53.7
Colgate Comedy Hour (Hope)	10,630	Godfrey & Friends	49.9
Dragnet	9,730	Texaco Star Theater	49.1
Texaco Star Theater	9,640	Colgate Comedy Hour(Hope)	46.4
Pabst Blue Ribbon Bouts	9,270	Dragnet	46.3
Your Show of Shows	8,820	Pabst Blue Ribbon Bouts	42.1
Television Playhouse	8,750	Our Miss Brooks	40.9
Talent Scouts	8,500	Television Playhouse	40.5

NEW NETWORK AFFILIATIONS: To ABC-TV: WKNX-TV(Ch 57), Saginaw, Mich., Lake Huron Broadcasting Corp., Howard H. Wolfe, station manager (May 1); KROD TV(Ch 4) El Paso, Texas, Roderick Broadcasting Corp., Val Lawrence, General Manager (May 4); WOSH-TV(Ch 48), Oshkosh, Wisc., Oshkosh Broadcasting Cor., William F. Johns, Jr., General Manager (May 8); WMTV(Ch 33), Madison, Wisconsin, Bartell Television Corp., Gerald A. Bartell, General Manager (May 15); WSBT-TV(Ch 34), South Bend, Ind., South Bend Tribune, Neal B. Welch, General Manager (April 15); and WAKR-TV(Ch 49), Akron, Ohio, Summit Radio Corp., S. Bernard Berk, General Manager (July 1).

CBS TELEVISION ADDS \$8,750,000 BILLINGS IN MONTH, in addition to which, the network announced earlier in April, \$4,000,000 in new business. Included were sales to Prudential Insurance Co., Chrysler Motors, General Electric Co., Purex Corp., Ltd., P. Lorillard Co., Simmons Co., International Silver Co., and the Singer Sewing Machine Co.

NEW TALENT SIGNED BY NBC includes Eddy Arnold, folk and hill-billy singer and MC, whose five-year contract calls for both radio & TV performances; comedienne Cass Daley was signed for one year, as was comic Dick Wesson. All will be show-cased on Saturday Night Revue, the summer replacement for Your Show of Shows.

PERSONNEL CHANGES: Walter Scott, head of the radio-TV department of Donahue & Coe, has resigned to join the Quaker Oats Co., Chicago, as advertising manager..... Hal Hackett has been named president of Official Films, replacing William R. Goodheart, Jr., who is retiring because of ill-health..... Adrian Samish, recently resigned as vice president and director of radio & TV at Dancer-Fitzgerald-Sample, has joined NBC's creative producer group..... James A. Schulke has resigned from the TV-radio department of Young & Rubicam, to head the NY offices of the James L. Saphier-George Rosenberg agency..... William L. Spier has been named producer-director of "Medallion Theater", to be sponsored by Chrysler. The producer of "Omnibus" was named to the post that was formerly announced for Worthington L. Miner..... James C. Douglass has been named to the newly created post of director of radio & TV at Ted Bates & Co. He was formerly vp in charge of radio & TV at Erwin, Wasey & Co.

TALENT SHOWSHEET May 11-17, 1953

PROGRAM

NET TIME (EDT)

TALENT ROSTER

Most of the shows on May 8, 19, 10 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, May 15. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY MAY 8
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<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>Nels on Nob Hill</u> - (O) by Max Wilk; with regulars & Robert Simon, Elizabeth Ross, Victor Richards; (SD)
<u>The Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>Homer's Piano Recital</u> - (O) by Bud Grossman; with regulars & Royal Beal, Edith Gresham, Ralph Bunker, Judy Batman; (SD)

SATURDAY MAY 9
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<u>Rod Brown of the Rocket Rangers</u>	CBS 11:30am	<u>Whispers in the Mind</u> - (O) by Theodore Sturgeon; with Casey Allen & regulars; (SD)
<u>Stork Club</u>	CBS 7pm	Art Lund(S), Honey Dreamers(S), Cedric Hardwicke
<u>Ethel & Albert</u> (Peg Lynch & Alan Bunce)	NBC 7:30	Bill Keene, Eva Condon, Roy Fant, Phil Kramer, James Kelly; (SW & SD)
<u>Jackie Gleason</u>	CBS 8pm	Mary Mayo (S), Betty Everhart (model), Queen Elizabeth Scotch Pipers from Nova Scotia
<u>Your Show of Shows</u> (Caesar & Coca)	NBC 9pm	Ilona Massey, guest hostess; Jeff Clark (S), Celia Pena (D), & regulars

SUNDAY MAY 10
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<u>Lamp Unto My Feet</u> (Dr. Lyman Bryson)	CBS 4pm	<u>First Time Around</u> - (O) by Palmer Thompson; with Herbert Patterson, Judith Braun, Melba Rae; (SD)
<u>Hillmark Hall of Fame</u> (Sarah Churchill)	NBC 5pm	<u>The Lady of Liberty</u> - (O) by Ted Wear, (A) by Harold Callen; with Val Dufour, Lili Darvas, Bruce Evans, Alexander Campbell, Stephen Courtleigh, Michael Wyler, Lotte Stavisky; (SD)
<u>You Are There</u>	CBS 6pm	<u>The Rise of Adolf Hitler</u> - (O) by Irve Tunick; with Major George Fielding Eliot, Werner Klempner, Voytek Dolinsky, Lilia Skala, Moultrie Patten, Thomas McDermott, Jan Leighton, William Beach, Mary Barclay, Vaughn Bellaver, Constance Cameron, Herbert Wolff, Ely Segall; (SD)
<u>Red Skelton</u>	NBC 7pm	<u>The Bell Sisters</u> (S)
<u>Plymouth Playhouse</u> (Panorama Chapter)	ABC 7:30	<u>A Tale of Two Cities - Part 2</u> (See Vol. 5 No. 18 for major credits); with Wendell Corey, Wanda Hendrix, Judith Evelyn, Lucy Robin Corey, Carleton Young; Choreography by Val Raset; Whit Bissell substitutes for Donald Cook as MC (FROM HOLLYWOOD)

CONFIDENTIAL

<u>Mr. Peepers</u> (Wally Cox)	NBC 7:30	Peter Chan, Doug Rodgers, Martin Balsam, Lawrence Lee, Angela Adamides, David Winters, Jonathan Marlowe; (SW & SD)
<u>Colgate Comedy Hour</u> (Eddie Cantor)	NBC 8pm	Jan Peerce (S), Connie Russell (S), Billy Daniel (D), Hari Kari (S)
<u>Toast of the Town</u> (Ed Sullivan)	CBS 8pm	Dorothy Lamour (S) & Hawaiian instrumental group; Lou Leiler (C), Nitta & Peppi (acro), Micky David (paddle ball), The Goofers (novelty)
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>The Old Mansion</u> - (O) by Susan Stevens; with Isabel Price, Court Benson, Paul Lilly, Sy Travers; (SD)
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>The Statue</u> - with Henrietta Moore, Barbara Glenn, Jim Winslow, Eddie Hyans, Peter Gray;
<u>The Web</u>	CBS 10pm	<u>The 32nd Floor</u> - (O) by Ben Radin; with James Daly, Donald Woods, Stephen Elliott, James Costigan, Eric Daniell, Adrienne Bayan, James Cootes; (SD) Swift
<u>What's Your Bid?</u>	DuM 10pm	Robert Alda is permanent MC, replacing John Reed King, previously announced
<u>Adolphe Menjou's Favorite Story</u>	WNET 10:30	<u>Turtle Island</u> - (O) by Herman Melville (from <u>Tale of the Enchanted Isle</u>) - (A)-(SW); with Mary Anderson, John Crawford, Roy Engel, Lawrence Ryle, Paul Maxey; (SD) (FILM)

MONDAY MAY 11
 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12

<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>Follow Through</u> - with Victor Jory, Carol Gustafson, Charles Taylor; (SW &SD)
<u>Paul Winchell</u>	NBC 8pm	Margaret Hamilton
<u>Voice of Firestone</u>	NBC 8:30	Roberta Peters (S)
<u>Eye Witness</u>	NBC 9pm	<u>The Statement of the Accused</u> - (O) by Jacques Futrelle, (A) by Denis Green; with James Gregory, Gaye Jordan, Edwin Cooper, Frank Tweddell, Raymond Bailey, William Crane, Calvin Thomas, John Boyd, Martin Ashe; Richard Carlson, guest host; (SD)
<u>Robert Montgomery</u>	NBC 9:30	<u>Appointment in Samarra</u> - (O) by John O'Hara, (A) by Irving Gaynor Neiman; with Robert Montgomery, Margaret Hayes, Nita Talbot, Kathleen Comegys, Jack Hartley, William Post, Jr., Edward Binns, Janet Fox, Donald McKee, Katharine Raht, Walter Klavun, Leora Thatcher, P. Jay Sidney, Rosamund Vance, Richard Abbott, Louis Charles, Blair Davies; Richard Carlson, guest host, substitutes in that capacity for Montgomery; (SD) by Herbert Bayard Swope, Jr.
<u>Red Buttons</u>	CBS 9:30	Sunny Gale(S), Tom Mahoney, Werner Klemperer, Curtis Cooksey, Bibi Osterwald, Judy Sinclair, Carol Lee, George Englund; (SW & SD)
<u>Studio One</u>	CBS 10pm	<u>King Coffin</u> - (O) by Conrad Aiken,(no adaptor credited); with Zachary Scott, Ruth Ford, Joe Maross, Harry Townes, William Harrigan, Andrew Duggan, Mary Jackson, Bob Burland, Myra Freilich, Lorraine Grover, Bill Berrian, Frances Day, James Goodwin, Jackson Young, Conrad Bain

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<u>Texaco Star Theater</u>	NBC 8pm	Margaret Truman, Vaughn Monroe, Maxie Rosenbloom
<u>Crime Syndicated</u>	CBS 9pm	<u>Troublemaker</u> - (O) by Mel Goldberg; with John Conte, Jean Carson, Edward Binns, Harold J. Stone, Milton Selzer, George McCoy; (SD)
<u>Fireside Theatre</u> (Frank Wisbar)	NBC 9pm	<u>The Gift Horse</u> - (O) by Catherine Turney; with Bob Paige, Ruth Warrick, Joyce Compton, Charles Meredith, Hugh Sanders, Gregory Moffett, Isa Ashdown, Norma Day, Liz Slifer, Robin Walker, John Tuggle; (SD, FILM, FIFTH ANNIVERSARY OF SHOW)
<u>Armstrong o Theatre</u>	NBC 9:30	<u>Candle in a Bottle</u> - (O) by Kay Arthur; with Phyllis Kirk, Leslie Nielsen, Glenn Anders, Cele McLaughlin, Frank Lyon, Joan Mann, Peter Chan, Mark Athos
<u>Suspense</u>	CBS 9:30	<u>Death of an Editor</u> - (O) by Ben Radin; with Walter Cronkite, Anthony Ross, Mario Gallo, Wolfe Barzell, Frank Marth, Michael Wager, Melanie York; (SD)
<u>Danger</u>	CBS 10pm	<u>Squeeze Play</u> - (O) by Alex Furth; with Georgi- anne Johnson, John Baragrey, Shepperd Strudwick, Victor Thorley, Peter Gumeny, Stan Jarman, Addison Powell, Bet- sy Palmer, Louise Paget, Kenneth Konopka; (SD)

WEDNESDAY MAY 13

<u>A Date With Judy</u> (Mary Linn Beller)	ABC 7:30	Warren Parker & regulars
<u>Cavalcade of America</u>	NBC 8:30	<u>Samuel Slater</u> - (O) by John Thiele & Charles Larson; with Terence Kilburn, Mary Ellen Kay, Howard Wendell; (SD, FILM)
<u>Kraft TV Theater</u>	NBC 9pm	<u>Final Edition</u> - (O) by Carey Wilber; with Chester Morris, Cliff Robertson, Irene Vernon, Cliff Hale, Bob Middleton, Arnold Moss, Marcel Hillaire; (SD) by Maury Holland
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9:30	<u>Room 505</u> - (O) by Vincent Bogart; with Nita Talbot, John Kane, Henry Lascoe, Reese Taylor, Bruce Adams, Donald Keyes; (SD, FILM)
<u>Douglas Fairbanks</u>	WNBT 10:30	<u>Lodging for the Night</u> - (O) by Robert Louis Stevenson, (A) by Douglas Fairbanks, Jr., & Larry Marcus; with Douglas Fairbanks, Jr., Felix Aylmer, John Whitty, Howard Lang, Susan Swinford, Cherry Huggins, Peter Swanwick, Peter Bennett, Alistair Hunter, Dora Lewis; Dir by Bernard Knowles (FILM)

THURSDAY MAY 14

<u>T Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Case of the Liquid Estate</u> - (O) by Albert Aley; with Berry Kroeger, Lisa Ferraday, Philip Kenneally, Susan Halloran, James Daly, Jason Johnson, John McGovern; (SD)
Chance of A Lifetime	ABC 8:30	Johnny Desmond (S)

ROSS REPORTS - 5/10/53

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TALENT SHOWSHEET (more)

THURSDAY MAY 14 (Cont'd)
~~THURSDAY MAY 14 (Cont'd)~~

<u>Lux Video Theatre</u>	CBS 9pm	<u>The Betrayers</u> - (O) by Charles L. Emmons; with Robert Preston, Grace Kelly, others to be announced; (SD) by Fielder Cook
<u>Ford Theatre</u>	NBC 9:30	<u>Look for Tomorrow</u> - (O) by Gladys S. Finke, (A) by Jerry Sackheim; with Jane Greer, William Ching, Frank Wilcox, Dick Simmons, Dorothy Abbott, Robert B. Williams, Ann Loos, Sandra White, The Mad Hatters (FILM)
<u>Big Town</u> (Pat McVey&Jane Nigh)	CBS 9:30	Robert Lowery, Noreen Nash, Ted DeCorsia, Wes Hudman (SW & SD, FILM)
<u>Martin Kane</u> (Lee Tracy)	NBC 10pm	Lillian Schaaf, Howard Freeman, Janet Ward, Walter Brooke, Eddie Hyans; (SW & SD)
<u>Foreign Intrigue</u> (Jerome Thor)	WNBT 10:30	<u>F.I. in the D.P. Camp</u> - (O) by George & Gertrude Fass; with John Padavano; Dir by Marcel Cravenne (FILM)

FRIDAY MAY 15
~~FRIDAY MAY 15~~

<u>The Life of Riley</u>	NBC 8:30	regulars & Maria Palmer, Fortunio Bonanova(FILM)
<u>The Big Story</u> (Robert Sloane)	NBC 9pm	<u>Ted Prager, N.Y. Daily News</u> - (O) by Max Ehrlich; with James Nolan, Jack Klugman, Gerald Milton, Natalie Priest, Vinton Hayworth, Russell Hicks, Clarke Bingham, Kenneth Konopka, Eric Daniell; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Vacation for Ginny</u> - (O) by Thompas W. Phipps; with Barbara Hale, Craig Stevens, Hugh Beaumont, Grace Lenard, Marilyn Gray, Eugene Borden, Carl Switzer; Dir by Bill Karn (FILM)
<u>Tales of Tomorrow</u>	ABC 9:30	<u>Ink</u> - (O) by Frank de Felitta; with Mildred Natwick, Katherine Balfour, Joseph Anthony; (SD)
<u>Mr. & Mrs. North</u> (Barbara Britton & Richard Denning)	CBS 10pm	<u>Shock</u> - with Dolores Moran, Louis Jean Heydt, Robert Warwick, Charles Victor, Reed Howes, Robert Shayne (FILM)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 8 THROUGH FRIDAY MAY 15
~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 8 THROUGH FRIDAY MAY 15~~

<u>Ernie Kovacs</u>	WCBS 8am	M thru F - Red Benson substitutes for vacationing Kovacs; Jim McKay substitutes the week of May 18.
<u>Garry Moore</u>	CBS 1:30	M - Carl Kress & George Barnes (M)
<u>Kate Smith</u>	NBC 4pm	M - Walton & O'Rourke (puppeteers); Tu - Kathryn Lee & Marc Platt (D); <u>The Sky-Watchers</u> - (O) by Brice Howard, with Bruno Wick, Sala Staw, Merrill Joels; W - Tommy Wonder & Margaret Banks (D), Sondra Landi (magic), Bob Miller (S), Joan Bishop (S); Thu - Andre Eglevsky & Melissa Hayden (D), Jimmy Nelson (ventriloquist), Robert Shackleton & Evelyn Ward(S), Bobby Stevenson Trio (M); F - Kateds, Katydid, The Story Princess

Shirley A. Johnson, 70, 1000 1st St. N.E., Wash., D.C. 20002
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1. General Information
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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MAY 8 THROUGH FRIDAY MAY 15 (Cont'd)

<u>One Woman's Story</u>	WABD 6:30	M thru F - <u>Becky Sharp</u> - (O) by William Makepeace Thackeray, (A) by Elwood C. Hoffman; with Tomi Romer; (SD)
<u>Broadway TV Theatre</u>	WOR 7:30	M thru Sun - <u>The Village Green</u> - (O) by Carl Allensworth; with Marc Connelly, Lawrence Fletcher, Frank Thomas, Jr., Eda Heinemann, Alan Devitt, Hazelle Burgess, Ann Hillary, Herbert Patterson, Heywood Hale Broun, Robert St. Aubrey; Dir by St. Aubrey
<u>Coke Time</u>	NBC 7:30	W - June Hutton (S)
<u>TV Dinner Date</u>	WOR 7pm	M thru F - add Joan Roberts (S) as regular effective May 6
<u>Perry Como</u>	CBS 7:45	W - Les Paul & Mary Ford (M & S)
<u>Talk of the Town</u> (Jimmy Blaine)	WABC 11pm	M thru F - Earl Wrightson (S), Bob De Voe & Betty Lorraine (D) & regulars
<u>Mono-Drama Theatre</u>	WABD 11:15	M thru F - <u>Jane Eyre</u> - (O) by Charlotte Bronte; (A) by Jay Bennett, with Yvonne Sherwood; (SD)

SATURDAY MAY 16

<u>This Is Show Business</u> (Clifton Fadiman)	CBS 9pm	Faye Emerson, guest panelist; Dorothy Sarnoff (S), Harvey Stone (C), performers
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SUNDAY MAY 17

<u>Plymouth Playhouse</u> (Donald Cook)	ABC 7:30	<u>Hogan's Daughter</u> - (O) by John Whedon; with Sheila Bond, Joshua Shelley, Maxine Stewart, Dorothy Joliffe, Ned Werthimer, Chris Gampel, Leo Bayard; Dir by Ralph Nelson
<u>Colgate Comedy Hour</u> (Donald O'Connor)	NBC 8pm	Nelson Eddy (S), Thomas L. Thomas (S), Sidney Miller, Tom D'Andrea, Hal March (FROM H'WOOD)
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>Fatally Ambitious</u> - (O) by Warren Townsend; with Alan Manson, Joe Costa, Ruth Manning, Charlie Jordan; (SD)

T A L E N T A V A I L A B I L I T I E S

NEW YORK

<u>BUDDY AYERS</u> - "The Bashful Comic" - AGT: Milt Blackstone, EL 5-1540	<u>ROBERT PENN</u> - baritone featured in <u>Can-Can</u> - AGT: Milt Blackstone
<u>NINA FOCH</u> - AGT: Robert Lantz, PL 5-6850	<u>MICHAEL RABIN</u> - teen-age virtuoso violinist - AGT: Columbia Artists, CI 7-6900
<u>JOSE GRECO</u> - dancing at the Waldorf & featured in <u>Sombrero</u> - CONTACT: Tom Rogers, JU 2-2000	<u>DOROTHY SARNOFF</u> - singing at the Pierre - CI 7-2090
<u>IAN KEITH</u> - AGT: Lucile Phillips, CI 7-3263	<u>TV DIRECTORS & THEIR CREDITS</u>
<u>PHYLLIS LOVE</u> - ingenue featured in <u>Rose Tattoo</u> - AGT: Gloria Safier, MU 8-3950	<u>DAVID ALEXANDER</u> - Hazel Flagg & Pal Joey (stage), R.Montgomery(TV) - AGT: William Morris, JU 6-5100
	<u>DOUG RODGERS</u> - Ford Festival-GR 7-2986

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: May 10-16									
		Total Hours Network Service							
		ABC		CBS		DuM		NBC	
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1½	1*	7 ¾	4½	--	--	11	9
12 noon)	Film	--	¼	--	--	--	--	--	--
12 noon-)	Live	2½	1	17½	6½	6 ¾	6 ¾	13¼	5¼
6:00 pm)	Film	--	--	--	--	--	--	1½	--
6:00 pm)	Live	9	6 ¾*	18½	2	12¼	8¼	18	2
time off)	Film	2 ¾	5½	5½	1	1½	½	5¼	--
TOTALS)	LIVE	13	8 ¾*	43 ¾	13	19	15	42¼	16¼
)	FILM	2 ¾	5 ¾	5½	1	1½	½	6 ¾	--

* Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of May 10-16

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	97	27¼	33¼	1¼	26
New York City	WCBS (C)	113¼	63¼	10½	1½	23¼
New York City	WABD (D)	93	36	18 ¾	3	29½
New York City	WNBT (N)	120¼	55	28½	2½	19 ¾
New York City	WPIX (I)	77½	--	55½	¾	15 ¾

MONTHLY INDEX OF NETWORK TV PROGRAM ORIGINATION (Based on schedules of 5/10-16)

CITY	LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM	CITY	LIVE HOURS	FILM HOURS	TOTAL HOURS LIVE & FILM
New York City	117 ¾	18¼	136	Detroit	1	--	1
Chicago	16 ¾	--	16 ¾	Boston	¾	--	¾
Los Angeles	15½	4½	20	Dallas	¾	--	¾
Washington	7½	--	7½	Baltimore	½	--	½
Philadelphia	6	½	6½				
Cincinnati	5¼	--	5¼				

All index totals are approximations based on advance network information and do not reflect last-minute programming changes. Copyright 1953 by Television Index, Inc.

MAY 17-23, 1953

VOLUME 5

NUMBER 20

EDITOR: Jerry Leichter
ASSOC EDS: David B. Graham
Alvin Sullum

Ross Reports

ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(17)

CBS - 3-4pm; HIGHLIGHT; An American in Holland; from WCBS-TV(ON FILM) to the net; Sustaining; Prod - James Fassett, CBS Radio Director of Music; Narrated by Mr. Fassett, the program presents a scenic tour of Holland, with a background of music; viewers will see the opening of the Holland Festival of Music in the Eijderzaal, as dignitaries await the arrival of Queen Juliana; other festival highlights are the National Dance Theatre of Yugoslavia; the miracle play, "Elckerlyc," given in the market place at Delft each year, and the Hindu dancer Hima Kesarcodi. State of the Nation, which had been seen 4:30-5pm, is no longer carried.

DuM - 4-6pm; HIGHLIGHT; Palm Beach Golf Championship; from WABD(NY) to 14 sta; Sponsor - Palm Beach Company(Palm Beach Suits for men) thru Ruthrauff & Ryan; Dir - Harry Coyle; Harry Nash, Harry Wismer and Dan Seymour provide running account of action at the tourney as played at the Meadowbrook Club, Westbury, L. I. - the tournament is played from May 14 to May 17, for the benefit of the Boys Club of New York; competing will be Sam Snead, Bobby Locke, Lloyd Mangrum, Julius Boros, Jack Burke, Jr., Byron Nelson, Cary Middlecoff, Jim Turnesa, Doug Ford, Dave Douglas, Jimmy Demaret, Tommy Bolt, Ed (Porky) Oliver, Ted Kroll, Jim Ferrier and Claude Harmon.

NBC - 3:30-4pm; HIGHLIGHT; A Visit with Frank Lloyd Wright; from WNBT(NY) ON FILM to the net; Sustaining; Prod - Ben Park, WNBQ(Chi); fifth in NBC's series of conversations with 'wise men', has the famous architect, Frank Lloyd Wright, who reaches his 84th birthday in June, speaking of his life and work with Hugh Downs, of the NBC Chicago staff.

Tue(19)

DuM - 8-8:30pm; DEBUT; Your Big Moment; from WABD(NY) to 24 sta & 32 kine; Sponsor - Toni Home Permanents thru Weiss & Geller, Inc.; Pkgr - Bernard Schubert; Prod - Mike Dutton; Dir - Don Hillman; Writers - Dave Harmon, Rupert Pray and Allen Reife; Annr - Ken Roberts; Melvyn Douglas stars as MC of new version of "Blind Date," on which contestants are given the opportunity to make their dreams come true. As an example - on the premiere program, a young girl who has always wanted to meet vocalist Don Cornell will listen to two male singers hidden behind drapes. Whichever one she chooses as sounding most like her favorite will be her date for the evening - and one of them might be Cornell, himself. Scene of the dinner and dancing dates will be the Copacabana.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Tue(19)

DuM - 9-9:30pm;;DEBUT; The Music Show; from WGN-TV(Chi) to the net; Sustaining; Produced by WGN-TV under the direction of J. E. Faraghan; TV Dir - Barry McKinley; Writer - Francis Coughlin; Music Dir - Robert Trendler; Jackie Van, Mike Douglas, Eleanor Warner and Henri Noel will be regular singers on show designed to present songs and scores of operatic, classical and popular successes, using a 34-piece orchestra. Tuesday schedule now has The Big Issue, 8:30-9pm; Wisdom of the Ages, 9:30-10pm & Where Was I, 10-10:30pm.

Sat(23)

ABC - 7-8pm; DEBUT; Music From Meadowbrook; from WABC-TV(NY), by remote, to the net; Sustaining; Prod - Charles F. Holden; Dir - Eddie Nugent; dance series from Frank Dailey's famous dance spot in Cedar Grove, N.J., will have top name bands, dance teams and musical acts featured each week in a collegiate setting. Paul Whiteman will be the host for the premiere program, with Ralph Marterie and Orchestra. Program replaces Paul Whiteman's TV Teen Club, 7:30-8pm. Film was shown in the 7-7:30pm slot. Rootie Kazootie, formerly seen Saturdays 10:30-11am, departed May 16.

CBS - 5:30-6pm; HIGHLIGHT; Preakness Stakes; from WMAR-TV(Baltimore) to 77 sta (approx); Sponsor - Schick, Inc. (Electric Razors) thru Kudner; \$100,000 handicap is run at Pimlico, Md.

LAST WEEK'S NETWORK CHANGES

ABC - Lash of the West; ADD SPONSOR May 16; Sat 10:15-10:30am; Spon - Raymer & Bros Inc. (Reymer's Blend Lemon Drink) thru Ketchum, MacLeod & Grove, Inc.(Pittsburgh); ON FILM; Pkgr-Prod - Ron Ormond; Western adventure series stars Lash La Rue, with Al "Fuzzy" St. John featured; others who appear are Jack Holt, Peggy Stewart and Julia Adams. Purchased by ABC-TV for exclusive showings, program had been seen on a sustaining basis.

NETWORK SPONSOR ACTIVITY

PROCTER & GAMBLE(Tide) thru Benton & Bowles, will sponsor A Letter to Loretta, new TV film series starring Loretta Young, on NBC-TV Sundays 10-10:30pm, as replacement for the Red Skelton Show. Miss Young will be both narrator and star of the original stories. Tom Lewis, Miss Young's husband, is packager-producer.

BUICK MOTOR DIVISION OF GENERAL MOTORS thru Kidner Agency, will sponsor Milton Berle for 26 appearances during the 39-week season beginning September 27 (NBC-TV Tuesdays 8-9pm). Goodman Ace will continue to write the Berle show, which will be substantially the same as this season.

FIVE DAY DEODORANT PADS thru Grey Advertising will sponsor Break the Bank, with Bert Parks as MC, on NBC-TV Tuesdays 8:30-9pm, as one of two half-hour summer replacements for Milton Berle's Texaco Star Theater. Break the Bank will also continue to be seen on NBC-TV Monday thru Friday's 3-3:30pm, with Bud Collyer MC of the daytime series.

AMERICAN MACHINE & FOUNDRY CO thru Fletcher D. Richards, one of Omnibus' five sponsors during its initial season, is the first sponsor to renew the Ford Foundation's program for next season. The program will be available to four non-competitive advertisers (rather than five) when it returns to the air in October.

WILLYS MOTORS, INC. thru Ewell & Thurber Assoc., will sponsor the new CBS-TV Ben Hecht dramatic series, Tales of the City on alternate Thursdays 8:30-9pm, starting June 25. The programs will alternate with Four Star Playhouse, sponsored by Singer Sewing Machine Co. thru Young & Rubicam.

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15. The fifteenth is the fact that the...

16. The sixteenth is the fact that the...
17. The seventeenth is the fact that the...
18. The eighteenth is the fact that the...

19. The nineteenth is the fact that the...
20. The twentieth is the fact that the...

NETWORK SPONSOR ACTIVITY(Cont'd)

SUNKIST GROWERS OF CALIFORNIA & ARIZONA (Frozen Orangeade & Lemonade) thru Foote, Cone & Belding(Los Angeles) pick up sponsorship of the second half-hour segment of Super Circus (ABC-TV Sun 5-6pm) starting June 7, for 13 weeks. The Kellogg Co thru Leo Burnett sponsors the first half-hour.

PUREX CORP., LTD. thru Foote, Cone & Belding (Los Angeles) will participate in the sponsorship of the Jackie Gleason Show(CBS-TV Sat 8-9pm) for two weeks, June 27 and July 4, and will continue in the time slot as one of three participating sponsors for the Gleason summer replacement, The Larry Storch Show.

GENERAL MOTORS thru Kudner will sponsor the NCAA collegiate football games on NBC-TV for the second successive year, from September 19 thru December 5.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - George Jessel-Williamsburg Settlement Society Award; HIGHLIGHT May 17; Sun 9:30-10pm; Sustaining; presentation of the 1953 Gold Medal Humanitarian Award will be made by Mrs. David Rubin, president of the Society; Mayor Impellitteri will speak.
New York

WNBT(Ch 4) - Baseball's Hall of Fame; DEBUT May 16; Sat 11-11:15am; ON FILM; Sustaining; Lou Fonseca narrates films showing highlights from All-Star and World Series games, with interviews of present day baseball players.
NY

Through the Enchanted Gate; RETURN May 16; Sat 5:30-6pm; Sustaining; Prod - Victor D'Amico, director of the People's Art Center at the Museum of Modern Art; Bob Denton narrates family art education program series, off the air for the past four weeks.

WOR-TV(Ch 9) - Calypso Time; DEBUT May 18; Mon 10:30-11pm; Sustaining; Prod - Barry Bond; Dir - Ralph Giffen; vocalist Amanda Sullivan stars as singing hostess, with Macbeth the Great, Calypso ballad singer, featured; in addition, there will be a female dance ensemble of four performing West Indian dances, and a Calypso quartet.
NY

WPIX(Ch 11) - Your Handwriting and You; DEBUT May 18; Mon 11-11:15pm; Sponsor - Jamaica Stove and Furniture Co; Dir - Robert Busch; Dorothy Sara, vice president of the American Graphological Society, will show how handwriting reveals character and personality; viewers who submit the most interesting handwritings will be selected to appear with Miss Sara on the telecasts while she discusses those traits revealed by each applicant's handwriting; Prod-Writer - Zeke Segal.
NY

What One Person Can Do; DEBUT May 23; Sat 7:15-7:30pm; ON FILM; Prod - Father James Keller of "The Christophers"; celebrities will appear as guests of Father Keller to relate how they, as individuals, have personally contributed "to changing the world for the better," which is the basic premise of The Christophers, a national non-sectarian organization.

WGN-TV(Ch 9) - Adventure in Art; DEBUT May 9; Sat 11:30am-12n; Sponsor - Milton Bradley Co; Margaret Wolff, well-known Chicago artist and teacher, will give children in studio audience an opportunity to work along with her in various art mediums.
Chicago

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LOCAL STATION ACTIVITY(Cont'd)

- WGN-TV(Ch 9) - Pars, Birdies & Eagles; RETURN May 12; Tue 8-8:30pm; Sponsor - Quality Group Golf Courses thru First United Broadcasters; Danny O'Neil is MC, and golf pros Johnny Revolta and Jackson Bradley qualify as experts on show designed to aid all golfers.
- WLW-TV(Ch 5) - The Crosley Broadcasting Corporation station is scheduled to change from its present channel (4) on Sunday, May 17, to channel 5.
- WFAA-TV(Ch 8) - Gourmet Club; DEBUT May 13; Wed 9-9:30pm; Sustaining; Prod-Dir - Tom Palmer; Julie Benell's cooking show, designed "for men only" will have settings provided by Contemporary House; amateur and professional chefs will be guests on the program.
- KECA-TV(Ch 7) - Pulse of the City; DEBUT May 12; Tue 10-10:15pm; ON FILM; Pkgr- Tele-scene Prods, NY; Prod-Dir - Robert Tobias; Writer - Malvin Wald; quarter-hour, true-to-life dramas, are set against New York City backgrounds. Sustaining.
- Public Prosecutor; DEBUT May 12; Tue 10:15-10:30pm; ON FILM; Sustaining; Pkgr-Prod - Jerry Fairbanks, H'wood; John Howard stars in title role of adventure dramas, with Anne Gwynne and Walter Sande other cast regulars.
- Hank Weaver; RETURN May 11; Mon, Tue & Thu 10:30-10:45pm & Fri 10:45-11pm; Sustaining; news and sports commentary.
- KTLA(Ch 5) - Cafe Continental; NEW TITLE & FORMAT May 12; Tue 7:30-8pm; Sponsor- Gas Appliance Dealers of Southern California; Roberta Linn stars in musical program, with comedy routines by the Mellomen, and Bert Richards orchestra; program was formerly known as The Gypsy.
- KTTV(Ch 11) - Captain Z-Ro; DEBUT May 16; Sat 6-6:15pm; Sponsor - Gordon's Bread; Dir - Joe Agnello; Roy Steffens stars in title role, with Jeff Silvers portraying his assistant, as scientists who have conquered time and space.
- WDTV(Ch 2) - Roscy Rowsell Show; DEBUT May 16; Sat 6-6:30pm; Sustaining; program will include stories about top sport celebrities, sports highlights on film and interviews with outstanding sports personalities.
- KGO-TV(Ch 7) - Yesterday's Newsreel; DEBUT May 11; Mon thru Fri 6-6:15pm; Sponsor - S & C Motors thru Bob Sherman Agcy; ON FILM; Pkgr-Prod - Ziv Television Programs; series features great events from the turn of the century to the recent past.

Tails from Pets Unlimited; NEW STATION May 16; Sat 5:30-6pm; Sustaining; Prod - Lucille Lando; Fish Cornfield and Gini Wilbur will MC program designed to show animals seeking new owners; format will include child guests, and a phone call feature which allows home viewers to participate for a jackpot.

FILM DIGEST

FILM PRODUCERS ASSN. OF NY ELECTS NEW OFFICERS, with David Pincus, head of Caravel Films, named to the Presidency. Other new officers are Walter Lowendahl (Transfilm), vice president; Leslie Roush, secretary and Ed Lamm (Pathescope), re-elected treasurer. Pete Mooney of Audio Productions, Ralph Cohn of Screen Gems (former FPA president) and Herbert Kerkow, were elected to the board of directors.

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8 INDEPENDENT STATIONS BUY INTO TV FILM OUTFIT, Vitapix Corp., with the company expected to expand its ownership further to include other stations. John E. Fetzer, of station WKZO-TV, Kalamazoo, is chairman of the board; Frank E. Mullen, former executive vp of NBC, is president; other officers are Robert H. Wormhoudt, Don G. Campbell and William F. Broidy. Broidy and Campbell were officers of the old Vitapix Corp. Included among the stations which are stockholders are WBZ-TV, Boston; WPIX, NY; WSB-TV, Atlanta; WHIO-TV, Dayton; WIS-TV, Columbia, S.C.; WDSU-TV, New Orleans; WKZO-TV, Kalamazoo and WBNS-TV, Columbus.

NEWS REPORT

TRENDEX RATINGS FOR WEEK OF MAY 1-7 for top ten sponsored network programs, are based on one live telecast during that week:

I Love Lucy	55.9	Godfrey & Friends	37.1
Dragnet	40.9	Red Buttons	35.6
You Bet Your Life	40.1	Jackie Gleason	30.5
Talent Scouts	38.9	This Is Your Life	30.1
Comedy Hour(Martin&Lewis)	38.6	Man Against Crime	28.9

PULSE LISTS TOP TEN PROGRAMS TYPES, using the figures from their Multi-Market TelePulse of April 6-12, 1953:

Comedy Variety	29.2	Westerns & Serials	15.9
Comedy Situation	23.6	Feature Films	14.3
Drama & Mysteries	19.3	Kid Shows	13.2
Talent	18.7	Musical Variety	12.3
Boxing	16.0	Quiz-Audience Participation	10.7

NBC TELEVISION NETWORK DATA CHART FOR APRIL 1 lists 149 stations in operation in 97 markets as of that date. The total number of TV set installations was 23,256,000 in the continental U.S., against 22,551,500 for the March 1 estimate, an increase of 698,500 sets. On March 1, there were 137 stations operating in 87 markets.

NEW NETWORK AFFILIATIONS: To CBS-TV; Station WKOW-TV(Ch 27), Madison, Wis., owned by Monona Broadcasting Co., Michael Henry, general manager (June 21).

NEWS BRIEFS: The package producing firm of Wilbur Stark-Jerry Layton, Inc., has acquired rights to "The Mystery Hall of Fame," which it will produce in cooperation with the Mystery Writers of America.....Life Magazine, in addition to providing trained researchers for the 'Life in New York' TV program, has completed 13-week series in Cleveland and Detroit, and currently is working with NBC-Washington on 'Life in Washington.' Other cities will be included in the documentary series at later dates.

PERSONNEL CHANGES: Don Hillman, a staff director at NBC-TV since 1948, has resigned to direct the new Bernard Schubert package, "Your Big Moment".....Fred M. Thrower has been named General Manager of WPIX, NY, replacing G. Bennett Larson, who resigned to join the KDYL stations in Salt Lake City. Mr. Thrower was formerly vp in charge of sales for CBS-TV.....Don McClure, manager of the radio-TV department of McCann-Erickson for the past three years, has joined Owen Murphy Prodn, NY, as associate producer of TV commercials, industrial films and package shows for TV, live and film.....Felix Jackson, former Universal film producer, who produced 'Schlitz Playhouse of Stars', the 'Don Ameche Show' and the 'Paul Whiteman Revue' for Young & Rubicam, has been appointed producer of CBS' 'Studio One,' effective with the program's return from its summer hiatus, September 21.....Jules Bricken, Screen Gems producer-director, has resigned to form his own independent TV film company in Hollywood.....Jerry Stagg, with the TV department of the William Morris office for the past three years, has resigned, effective May 15.....Richard de Rochemont, former film producer of "The March of Time", joins the J. Walter Thompson agency as vp. His most recent TV production was the Abraham Lincoln series for "Omnibus."

TALENT SHOWSHEET MAY 18-24, 1953

PROGRAM	NET TIME(EDT)	TALENT ROSTER
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Most of the shows on May 15, 16, 17 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 22. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician,(M).

FRIDAY MAY 15
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<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>Mama & the Concert Singer</u> - (O) by Frank Gabrielson; with regulars & Glenn Burris, David Orrick, John Boyd; (SD)
<u>Jimmy Hughes,</u> <u>Rookie Cop</u> (William Redfield)	DuM 8:30 zell,	(O) by Bob Corcoran; with Joe Downing, Scott Tennyson, Jack Davis, Jean Carson, Wolfe Barzell, Ben Yaffee, Ted Jacques; (SD)
<u>The Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>What a Turkey</u> - (O) by Bobby Ellis & Bill Bast; with regulars & Janet Fox, Curtis Cooksey; (SD)

SATURDAY MAY 16
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<u>Rod Brown of the</u> <u>Rocket Rangers</u> (Cliff Robertson)	CBS 11:30am	<u>Crater of Peril</u> - (O) by Don Moore; with regulars & David White, Frank Baxter; (SD)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Hans Conreid, The Four Lads (S), Wally Griffith (M&C), Evelyn Knight (S)
<u>Ethel & Albert</u> (Peg Lynch & Alan Bunce)	NBC 7:30	Kathleen Comegys, Margaret Hamilton, Frank Tweddell, Remo Pisani, Jason Johnson (SW & SD)
<u>Jackie Gleason</u>	CBS 8pm	Teresa Brewer (S) & regulars
<u>Your Show of Shows</u>	NBC 9pm	Jean Pierre Aumont, guest host, & regulars

SUNDAY MAY 17
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<u>Frontiers of Faith</u>	NBC 1:30	<u>The Third Attribute</u> - (O) by Morton Wishengrad; Tarry Green, Joe de Santis, Bruno Wick, George Matthews, Edwin Jerome; (SD)
<u>Lamp Unto My Feet</u> (Dr. Lyman Bryson)	CBS 4pm	<u>Power</u> - (O) by Palmer Thompson; with Lawrence Fletcher, Barbara Bolton, Alan Devitt; (SD)
<u>Hllmark Hall of Fame</u> (Sarah Churchill)	NBC 5pm	<u>Soldier of Peace</u> - (O) by Robert Mason Pollock; with Stephen Courtleigh, Mona Bruns, Russell Hicks, Sondra Rogers, Donald Hernly, Cal Thomas, John Martin
<u>You Are There</u> (Walter Cronkite)	CBS 6pm	<u>The Conquest of Yellow Fever</u> - (O) by Maury Stern; with Bart Burns, Addison Powell, Nehemiah Persoff, James Gregory, John Connell, Addison Richards, Peter Gumeny, Jerome Kilty, David Stewart, Noel Leslie, Barry Ross, Henry Lascoe, James Nolan, Edward Moor, Philip Abbott;(SD)
<u>Red Skelton</u>	NBC 7pm	Helen O'Connell (S) (FROM HOLLYWOOD)
<u>Mr. Peepers</u>	NBC 7:30	Harry Clark, Mike Enserro & regulars(SW & SD)

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SUNDAY MAY 17 (Cont'd)
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|-------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Jack Benny</u>                               | CBS 7:30   | Gisele MacKenzie (S), Bob Crosby (S&M), Eddie "Rochester" Anderson (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <u>Plymouth Playhouse</u><br>(Donald Cook)      | ABC 7:30   | <u>Hogan's Daughter</u> - (O) by John Whedon; with Sheila Bond, Joshua Shelley, Maxine Stewart, Pat Harrington, Jean Casto, Chris Gampel, Leo Bayard, Dorothy Jolliffe, Ned Werthimer; Dir by Ralph Nelson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <u>Colgate Comedy Hour</u><br>(Donald O'Connor) | NBC 8pm    | Nelson Eddy, Thomas L. Thomas, Beatrice Kay (all S), Scatman Crothers, Sidney Miller, Tom D'Andrea & Hal March (both C) (FROM H'WOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <u>Toast of the Town</u><br>(Ed Sullivan)       | CBS 8pm    | <u>The Josh Logan Story: Scenes from Mr. Roberts</u> - (O) by Thomas Heggen & Joshua Logan, with Gary Merrill, Ralph Meeker, Paul Newman; <u>South Pacific</u> - (O) by Oscar Hammerstein II & Logan (based on James Michener's book), Music by Richard Rodgers, with Janet Blair, Juanita Hall, Irma Sandre; <u>Wish You Were Here</u> - (O) by Arthur Kober & Logan (based on Kober's book), Music & Lyrics by Harold Rome, with Jack Cassidy, Patricia Marand, Sheila Bond & Chorus; <u>Picnic</u> - (O) by William Inge, with Ralph Meeker, Janice Rule, Kim Stanley, Eileen Heckert, Scott Jackson, Ruth McDevitt; <u>This Is The Army</u> - (O) by James McCall, Music & Lyrics by Irving Berlin, with Tom Tryon, Arnold Walton, Wally Strauss; Logan & Mary Martin in film clip from <u>Main Street to Broadway</u> ; James Stewart in filmed sequence from <u>Princeton Triangle Show</u> |
| <u>Rocky King</u><br>(Roscoe Karns)             | DuM 9pm    | <u>Win, Place and Murder</u> - (O) by William C. Crane; with Maurice Wells, Elizabeth York, Arny Freeman, Steve Holland, Carter Blake & regs.(SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <u>Goodyear TV Playhouse</u>                    | NBC 9pm    | <u>The Oil Well</u> - (O) by Horton Foote; with Dorothy Gish, E.G. Marshall, Perry Wilson, Robert Emmett, Joseph Sweeney, Jane Rose, Lonnie Chapman, Frank Overton; (SD) by Vincent Donehue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Time To Smile</u><br>(Ken Murray)            | CBS 9:30   | Stan Jones & 16 Man Ranger Choir, Rosie the Bear, The Carsoni Brothers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>The Doctor</u><br>(Warner Anderson)          | NBC 10pm   | <u>No-Rap Charlie</u> - (O) by Norman Lessing; with Dennis Harrison, Ann Jackson, Frank McHugh, Robert Emmett; Dir by Peter Godfrey (FILM)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <u>The Web</u>                                  | CBS 10pm   | <u>A Fair Exchange</u> - (O) by Art Wallace; with Eva Marie Saint, John Newland, Augusta Dabney, Lois Bolton, Martin Kosleck; (SD) by Herb Hirshman                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <u>Adolphe Menjou's Favorite Story</u>          | WNBT 10:30 | <u>My Double</u> - (O) by Edward Everett Hale, (A)-(SW); with Adolphe Menjou, Mary Brian, Everett Glass, George Eldredge, Ray Montgomery (FILM)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

MONDAY MAY 18  
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<u>Hollywood Screen Test</u> (Neil Hamilton)	ABC 7:30	<u>Right Hand Man</u> - with Grace Kelly, Henry Hart, Jack Hartley; (SW & SD)
<u>Paul Winchell</u>	NBC 8pm	June Dayton, Johnny Kane, Roger DeKoven & regs.
<u>Voice of Firestone</u>	NBC 8:30	Brian Sullivan (S)

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WEDNESDAY MAY 20 (Cont'd)
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<u>Douglas Fairbanks</u>	WNBT 10:30	<u>The Priceless Pocket</u> - (O) by Jeffrey Wallace; (A) by Guy Morgan; with Muriel George, James Hayter, Joss Ambler, Wilfred Hyde White, Gordon McLeod, Bob Sanson, Richmond Nairne, Alistair Hunter; Dir by Leslie Arliss (FILM)
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THURSDAY MAY 21
~~THURSDAY MAY 21~~

<u>Guide Right</u>	DuM 8pm	Igor Gorin (S), Mary Mayo (S)
<u>Chance of a Lifetime</u>	ABC 8:30	Four Aces Quartet (S)
<u>T Men in Action</u> (Walter Greaza)	NBC 8:30	<u>The Case of the Easy Money</u> - (O) by Robert Sloane; with Robert Middleton, Bruno Wick, Karen Lindgren, George L. Smith, Joe Helgesen; (SD)
<u>Four Star Playhouse</u>	CBS 8:30	<u>The Ladies on His Mind</u> - (O) by Milton Merlin; with Ronald Colman, Benita Hume, Patricia Mor- ison, Hillary Brooke, Elisabeth Fraser, Alix Talton; Dir by Robert Florey (FILM)
<u>Lux Video Theatre</u>	CBS 9pm	<u>Tunnel Job</u> - (O) by Carey Wilber; with Brian Donlevy, Ruth Warrick, George Matthews, Olin Howlin, Joseph Foley; (SD) by Richard Goode
<u>Big Town</u> (McVey & Nigh)	CBS 9:30	Robert Hutton, Cathy Downs, Herbert Heyes, June Leabow, Jerry Paris; (SW & SD)
<u>Ford Theatre</u>	NBC 9:30	<u>Sweet-Talk Me Jackson</u> - (O) by Douglas Welch, (A) by Karen de Wolf; with Dick Haymes, James Gleason, Dawn Addams, Ida Moore, Douglass Dumbrille, Percy Helton, Tyler McVey, Robert Griffin, Al Hill; Dir by Edward Bernds (FILM)
<u>Martin Kane</u> (Lee Tracy)	NBC 10pm	Haila Stoddard, Gene Lyons, Merrill Joels, Rob- ert Simon, Ellen Parker, Hugh Simpson; (SW & SD)
<u>Foreign Intrigue</u> (Sydna Scott)	WNBT 10:30	<u>F.I. in the Stolen Bid</u> - (O) by Joseph Victor; with George Lokkerberg, Martin Soderhjelm, Nengt Blomgren, Leif Amble-Naess, Filga Zadig; (SD) by Marcel Cravenne (FILM)

FRIDAY MAY 22
~~FRIDAY MAY 22~~

<u>The Big Story</u> (Robert Sloane)	NBC 9pm	<u>Marguerite Brown, Idaho Free Press</u> - (O) by Gail Ingram; with Peg Hillias, Judy Young, Roy Fant, Ruth Yorke, Jim Boles, Frank Tweddell, Bernard Burke, Sid Paul, Frederic Tozere; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Pursuit</u> - (O) by Herbert Moulton & Robert Les- lie Bellem; with Richard Carlson, Robert Corn- thwaite, Martha Hyer, Adrienne Marden, Hank Patterson, John Pickard, Lester Dorr; (SD) by Ted Post
<u>Tales of Tomorrow</u>	ABC 9:30	<u>The Spider Web</u> - (O) by Frank P. de Felitta; with Nancy Coleman, Don Hammer; (SD)
<u>Mr. & Mrs. North</u> (Britton & Denning)	CBS 10pm	<u>Busy Signal</u> - (O) by Warren Wilson; with Chic Chandler, Herbert Rawlinson, Don Beddoe, Ellen Stansbury, Michael Ross, Ralph Sanford, Joan Valerie (FILM)

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<u>Today</u> (Dave Garroway)	NBC 7am	Al Capp (cartoonist) changes time of weekly appearance from Mondays to Thursdays on 5/22
<u>Garry Moore</u>	CBS 1:30	M thru F - Bill Cullen substitutes for vacationing Moore
<u>Kate Smith</u>	NBC 4pm	M - Anthony, Allyn & Hodges (D), the Story Princess; Tu - Kateds, Katydid's, Mr. Ballantine (magic); W - Dorothy Daye & fashions; the Blackburn Twins & Marion Colby (S&D); Thu - Marc Platt & Kathryn Lee; F - <u>Tales of Morpheus</u> - (O) by Sutton Roley, with John Newland, Berry Kroeger, Lisa Howard; the Evans Family (D)
<u>Early Mono-Drama</u>	WABD 6:30	M thru F - <u>The Man Without a Country</u> - (O) by Edward Everett Hale, (A) by Douglas Crawford, with Jack Manning
<u>Captain Video</u> (Al Hodge)	DuM 7pm	(O) by Jack Vance; with regulars & Harold Stone, William Kemp, Grant Sullivan; (SD)
<u>Broadway TV Theatre</u>	WOR 7:30	M thru F - <u>Climax</u> - (O) by Jacques Deval; with Sylvia Sidney, Russell Hardie, Ernest Graves, John O'Hare, Virginia McGuire; Dir by Robert St. Aubrey
<u>Dinah Shore</u>	NBC 7:30	Thu - Jack Benny (C)
<u>Coke Time With</u> <u>Eddie Fisher</u>	NBC 7:30	W - Gordon MacRae & wife Sheilah Stephens (S); F - Don Ameche, regular host, sings
<u>Talk of the Town</u> (Jimmie Blaine)	WABC 11pm	M thru F - Florian ZaBach (M), Harrison & Pat Muller (D)
<u>Late Mono-Drama</u>	WABD 11:15	M thru F - <u>The Inner Terror</u> - (O) by Jay Bennett, with Carol Baker; (SD)

SATURDAY MAY 23
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| <u>Fight Talk</u> | 9:45 | Bob Cooke replaces Red Smith |
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SUNDAY MAY 24  
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<u>Plymouth Playhouse</u> (Donald Cook)	ABC 7:30	<u>Sketchbook: The Chaser</u> - (O) by John Collier; with Boris Karloff, Ernest Truex; <u>You Were Perfectly Fine</u> - (O) by Dorothy Parker; with Kyle MacDonnell, Oliver Thorndike; <u>Nightmare Number Three</u> - (O) by Stephen Vincent Benet; with Walter Matthau; <u>The Reticence of Lady Anne</u> - (O) by Saki; with Karloff, MacDonnell; (all A) by Alvin Sapinsley; Prod by ABC-TV in assoc. with Richard H. Gordon, Jr.; Dir by Gordon & Len Valenta
<u>Colgate Comedy Hour</u> (Bob Hope)	NBC 8pm	Don McNeill, Gloria DeHaven (S), DeCastro Sisters (S) (FROM CHICAGO)
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>The Rocking Chair</u> - (O) by Horton Foote; with Mildred Natwick, Ian Keith, Barbara Joyce, Lin McCarthy, June Rose, Frances Ingalls, Celine Flanagan, Lee Graham, Karen Giorgio, Alonzo Bosan; Dir by Peter Godfrey(FIM)
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WNBT 10:30	<u>Col. Chabert</u> - (O) by Honore de Balzac, (A) by Robert Yale Libott; with Menjou, Gertrude Michael, Rudolph Anders, Frank deKova, Norman Rice, Jack George(FIIM)

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: May 17-23									
		Total Hours Network Service							
		ABC		CBS		DuM			
		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
Time on-)	Live	$\frac{1}{2}$	1*	7 $\frac{3}{4}$	4 $\frac{1}{2}$	--	--	10 $\frac{1}{2}$ #	8 $\frac{1}{2}$
12 noon)	Film	$\frac{1}{2}$	$\frac{1}{4}$	--	--	--	--	--	1
12 noon-)	Live	2 $\frac{1}{2}$	1	18	5 $\frac{1}{2}$	6 $\frac{3}{4}$	6 $\frac{3}{4}$	13 $\frac{1}{4}$	5 $\frac{1}{4}$
6:00 pm)	Film	--	--	--	1	--	--	1 $\frac{1}{2}$	--
6:00 pm)	Live	8 $\frac{1}{2}$	7 $\frac{3}{4}$ *	18	2 $\frac{1}{2}$	12 $\frac{1}{4}$	7 $\frac{3}{4}$	18 $\frac{1}{2}$	2
time off)	Film	2 $\frac{3}{4}$	5	5 $\frac{1}{2}$	1	1 $\frac{1}{2}$	$\frac{1}{2}$	4 $\frac{3}{4}$	--
TOTALS)	LIVE	11 $\frac{1}{2}$	9 $\frac{3}{4}$ *	43 $\frac{3}{4}$	12 $\frac{1}{2}$	19	14 $\frac{1}{2}$	42 $\frac{1}{4}$ #	15 $\frac{3}{4}$
)	FILM	3 $\frac{1}{4}$	5 $\frac{1}{4}$	5 $\frac{1}{2}$	2	1 $\frac{1}{2}$	$\frac{1}{2}$	6 $\frac{1}{4}$	1

* Includes Pacific Coast Network Time # Includes "Today"

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of May 17-23

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WABC-TV (A)	96 $\frac{1}{2}$	27 $\frac{3}{4}$	33	1 $\frac{1}{4}$	26 $\frac{1}{4}$
New York City	WCBS (C)	112 $\frac{3}{4}$	63 $\frac{3}{4}$	10 $\frac{1}{2}$	1 $\frac{1}{2}$	23 $\frac{1}{4}$
New York City	WABD (D)	84 $\frac{3}{4}$	35 $\frac{1}{2}$	18 $\frac{3}{4}$	3	29
New York City	WNBT (N)	120 $\frac{1}{4}$	56 $\frac{3}{4}$	28 $\frac{1}{2}$	2 $\frac{1}{2}$	19 $\frac{3}{4}$
New York City	WOR (I)	76 $\frac{3}{4}$	--	48 $\frac{1}{2}$	$\frac{3}{4}$	21 $\frac{1}{4}$

KEY: A - American Broadcasting Co.; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

